RUTGERS VISUAL IDENTITY MANUAL

MARCH 1, 2008
VERSION 1.2

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY

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This manual is an Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages can also be printed on 8.5" x 11" paper, preferably using a color printer.

The most current version of the manual is available online at identity.rutgers.edu.

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INTRODUCTION 1.0

1.1 Why a New Visual Identity System?
1.2 Visual Identity Policy
1.3 Contacts for Advice, Approvals, and Graphics

Why a New Visual Identity System?

Research confirms that a clear and consistent identity helps build and maintain reputation. Regularly reinforced graphic symbols can convey and reinforce the strengths of an institution.

This is as true for Rutgers as it is for other leading universities. A strong visual identity can enhance Rutgers' ability to recruit outstanding faculty, students, and staff; to engage alumni; and to attract external support.

To take better advantage of this potential, the university has developed a new visual identity system that effectively links our campuses, schools, other academic units, and administrative offices with the name "Rutgers"—a strong asset that we all proudly share.

Every member of the university community plays an important role in bringing this cohesive new identity to life and in maintaining its integrity by applying it consistently throughout all university communications, including in print, web, display, broadcast, and electronic formats.

Visual Identity Policy

This visual identity manual provides specific guidelines and standards to the Rutgers community for the implementation of Rutgers' new visual identity system in all forms of university communication.

The guidelines have been developed by the Department of University Relations with extensive advice and consultation from faculty, staff, students, and alumni. **The Board of Governors of the university formally approved the visual identity system on December 8, 2006 (see the board resolution on page 9.2), as the next major step in the development of a comprehensive communications program for the university.**

Since the power of a strong visual identity can only be realized through consistent application over time, it is the university's policy that the official logotype, signatures, and marks as described in these pages are the only sanctioned marks for use across the university system. No other marks or symbols may be used in conjunction with or to replace the official Rutgers visual identity system.

Contacts for Advice, Approvals, and Graphics

Faculty and Staff

Office of Creative Services
Department of University Relations
identity.rutgers.edu

The Office of Creative Services, Department of University Relations is responsible for maintaining the university's visual identity system and is available to respond to inquiries regarding its use, including:

- Requests to create visual identity graphics
- Explanation of the contents of this manual

Contact: identity@ur.rutgers.edu
Your email will be forwarded promptly to the appropriate person to respond.

Trademark Licensing
ur.rutgers.edu/trademark

Trademark Licensing, a division within the Office of Creative Services, Department of University Relations, regulates the use of the university's name and identifying marks, including:

- Use of the official university seal (as delegated by the Vice President for University Relations)
- Use of university trademarks on merchandise (includes the university name, visual identity, intercollegiate athletics marks, and "Block R" spirit mark)
- Use of university trademarks by student groups
- Use of university trademarks by nonuniversity entities

Contact: 732-445-3710, ext. 6301 or 6310

Mail and Document Services
mds.rutgers.edu

Mail and Document Services is the preferred supplier of all stationery products, including such items as:

- Business cards
- Letterhead and envelopes

Contact: 732-932-2143

Students and Student Groups

Individual students are not permitted to use the university's marks. Student groups may use the Rutgers visual identity system provided they follow the guidelines in this manual used by every other Rutgers unit. For example, the marks require a certain amount of space around them, cannot be altered in any way, and cannot be paired with other graphic elements.

Use of the visual identity system, including the Rutgers "Block R" spirit mark, on commercial goods and specialty items such as T-shirts, hats, and bumper stickers is permitted for student groups with approval from Trademark Licensing within the Department of University Relations. Contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

Alumni and Alumni Groups

Individual alumni are not permitted to use the university's marks. Alumni groups may use the Rutgers visual identity system, including the Rutgers "Block R" spirit mark, with the approval of the Department of University Relations, upon recommendation by the Department of Alumni Relations. Contact the Alumni Relations Communications Office at 732-932-7735.

Individuals External to the University

This manual is intended primarily for use by the Rutgers community. Any individuals, groups, or companies external to the university wishing further information regarding the use of Rutgers marks should contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

BASIC STANDARDS 2.0

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RUTGERS

RU_LOGOTYPE

The Rutgers Logotype

The **Rutgers logotype** appears to the left. It is the **primary element** of the Rutgers visual identity system and must appear on all official Rutgers communications. It may not be modified in any way.

This Rutgers logotype, appearing alone, is the preferred visual representation for the university. It will be provided in formats appropriate to your usage needs. Visit the identity website at identity.rutgers.edu for more information.

When greater specificity is needed, a **secondary element** may be added to the Rutgers logotype to create a more specific **"signature."** Signatures may take one of two forms:

1. An additional typographic element: university, campus, or unit name
2. An additional graphic element: informal university seal

The Rutgers logotype may not be attached to any other type or graphic element other than the signatures described on the following pages.

As a general rule of thumb, it is always preferable to use the simplest (i.e., highest level) logo representation that will adequately communicate your identity as part of Rutgers.

State University Signature

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY

RU_SIG_ST

Universitywide Signature

RUTGERS
UNIVERSITY

RU_SIG_U

The Logotype with State University and Universitywide Signatures

In situations where the logo needs to communicate the university's name more fully, you may use one of the two signatures appearing on this page.

The full name of the university—Rutgers, The State University of New Jersey—must appear somewhere on all official Rutgers communications. Several ways to satisfy this requirement include:

1. Using the full name of the university in your opening text
2. Using the full name of the university in a displayed address
3. Using the top signature option to the left
4. Using the Rutgers logotype with informal university seal option (see page 2.8)
5. Using the full name of the university—Rutgers, The State University of New Jersey—in the footer of your website pages

For usage guidelines regarding the university name, see the Rutgers Editorial Style Guide on the web at ur.rutgers.edu/styleguide. To download the universitywide signatures go to the identity website at identity.rutgers.edu.

The Logotype with Campus Signature

Each of Rutgers' three regional campuses has its own campus signature, designed for use on campus-specific communication materials.

The campus signatures will be provided in formats appropriate to your usage needs. Go to the identity website at identity.rutgers.edu for more information.

RU_SIG_CM

RU_SIG_NW

RU_SIG_NB

Schools and Colleges

RUTGERS
College of Nursing

RUTGERS
School of Environmental and Biological Sciences

RUTGERS
University College | Camden

RUTGERS
Graduate School of Education

Research Centers and Specialized Units

RUTGERS
New Jersey Agricultural Experiment Station

RUTGERS
Thomas A. Edison Papers

Major Administrative Offices

RUTGERS
Rutgers Environmental Health and Safety

RUTGERS
Office of Information Technology

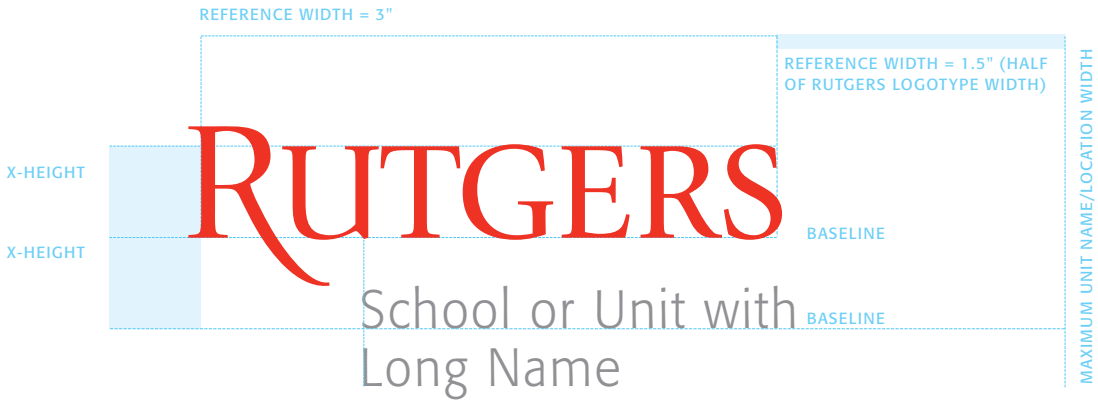
The Logotype with Unit Signature

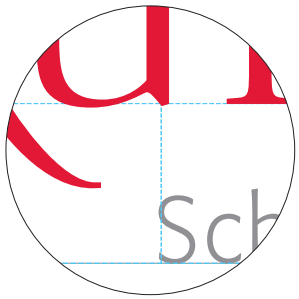
The name of major units within Rutgers University, such as colleges, schools, research centers, and large administrative offices, may be added to the Rutgers logotype as a unit signature. In all cases, the correct name of the unit must be used.

Major units within the university that contain many subunits (such as schools or large administrative divisions) will need to develop and issue guidelines as to whether their subunits should always use the larger unit signature or whether all or some of their subunits may use subunit signatures. As a general rule, it is preferable for subunits to use the signature of their largest umbrella unit, but this needs to be addressed on an individual basis.

If your unit needs a unit signature, you should request that it be created for your use. Go to the identity website at identity.rutgers.edu for more information.

For units whose name formally includes the name of a regional campus (for example, University College–Camden), the campus will appear preceded by a vertical rule (see the example at top left, second line). In text, such units will continue to use a closed en dash preceding the campus identifier in their name, as illustrated in the previous sentence.





The vertical reference line is found by drawing a vertical rule from the tip of the "U," as shown in the inset at left.

Unit Signature Specifications

Unit signature files are created by starting with a digital Rutgers logotype template (RU_LOGOTYPE) at its standard reference size of three inches in width. At this size, the unit name typography has the following specifications: Formata BQ Light 20 pt. type on 21.5 pt. leading with +50 tracking.

The x-height measurement (see diagrams at left) should be used to establish the distance of the unit name baseline to Rutgers baseline.

The unit name should not wrap on two lines, and its width may not exceed beyond the half-width of the Rutgers logotype. In creating unit signature files for users, the Department of University Relations will consider exceptions to these rules when necessary.

If the unit name includes a regional campus designation at the end, the campus designation is preceded by a vertical rule (see the example on page 2.4), unless the vertical rule falls at the end of the first line of the signature, in which case it is deleted.

All identity graphics are created and archived by the Office of Creative Services, Department of University Relations. If you need a unit signature graphic, go to identity.rutgers.edu, and search for the file in the *Download Zone* or submit a request for the file.

The Official University Seal

This is the official university seal. It has very limited use, primarily on official university documents, such as contracts, deeds, and academic diplomas.

All such uses require the prior approval of Trademark Licensing (732-445-3710, ext. 6301 or 6310), as delegated by the Vice President for University Relations.

The official university seal is a stand-alone mark of the university, which may not be combined with the Rutgers logotype.

Informal Seal

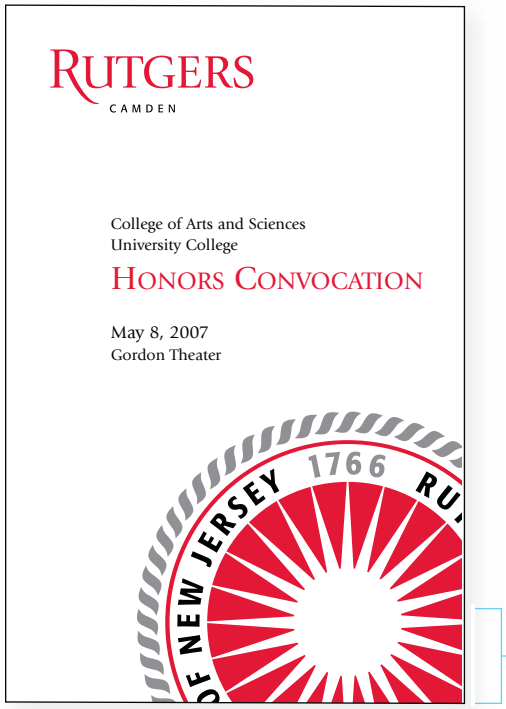
Informal Seal: reverse white

The Informal University Seal

This simplified or "informal" university seal has been specifically created for use in conjunction with the Rutgers logotype when an additional graphic element is desired.

Options for its use with the Rutgers logotype are presented in the following pages.

The informal seal may not be used in place of the Rutgers logotype. However, it may appear separately as a decorative or design element. The cover of this manual is an example of such a use. Note the seal may not be rotated, nor changed in any way. The reverse seal is a custom graphic for use when a white seal is needed. See page 3.7 for additional color samples.



INFORMAL SEAL USED
AS A DESIGN ELEMENT

Horizontal Position Specifications

The relative proportion of the two elements—seal and logotype—as shown above may not be altered.

The informal seal should be 250% of the x-height in diameter and centered on the middle horizontal arm of the "E" as shown in the example. The x-height measurement is also used to determine the space between the seal and the logotype, measuring from the ruled circle in the seal to the vertical stem of the "R."

Logotype with Seal

RU_SIG_HZ

Universitywide Signature with Seal

RU_SIG_HZ_U

Campus Signature with Seal

RU_SIG_HZ_NB

The Logotype with Informal Seal Signature

The informal seal may be added as a **secondary element** to the Rutgers logotype when a graphic is desired to give your presentation more visual interest. It is also an alternative way to provide the full, correct name of the university.

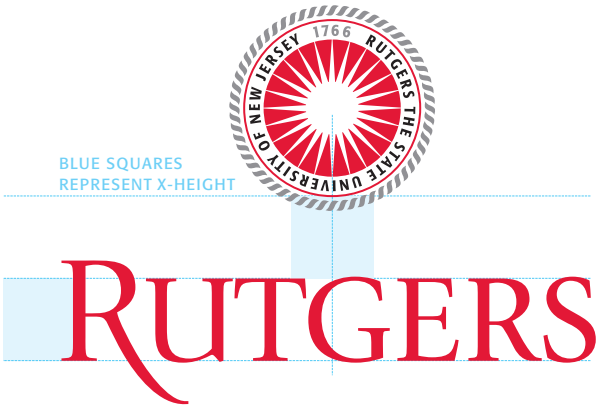
The preferred display of the informal seal signature is shown in the examples to the left (horizontal, seal on the left). (See page 2.9 for vertical option.)

The informal seal may also be used with the universitywide signature (near left example) and with any of the three regional campus signatures (bottom example). It should not be used with the state university signature that includes the university's full name, as this would be redundant.

The informal seal cannot be used with unit signatures.

It is not necessary to create any of the marks that are displayed on this page. All of these marks have been created and are available for download through the visual identity website at identity.rutgers.edu.

Centered Position Specifications



The relative proportion of the two elements—seal and logotype—as shown above may not be altered.

The informal seal should be 250% of the x-height in diameter and centered visually over "Rutgers" as shown. The x-height measurement is also used to determine the space between the seal and the logotype, measuring from the ruled circle in the seal to the top of the "G."

Seal Signature: Vertical Option

This option should only be used when the larger design layout calls for a centered presentation, as, for example, in the executive letterhead (see page 5.8).

It is not necessary to create any of the marks that are displayed on this page. All of these marks have been created and are available for download through the visual identity website at identity.rutgers.edu.

Logotype with Seal—Vertical

RU_SIG_VT

Universitywide Signature with Seal—Vertical

RU_SIG_VT_U

Campus Signature with Seal—Vertical

RU_SIG_VT_CM

LOGOTYPE MINIMUM
WIDTH = 1″

RUTGERS

LOGOTYPE WITH SIGNATURE
AND SEALS MINIMUM
WIDTH = 1.25″

RUTGERS
School of Environmental
and Biological Sciences

RUTGERS

LOGOTYPE MINIMUM
WIDTH = 120 pixels

WIDTH =
20 PIXELS

RUTGERS

WIDTH = 120 PIXELS

LOGOTYPE WITH SIGNATURE
MINIMUM WIDTH = 150 pixels

WIDTH =
28 PIXELS

RUTGERS
School of Environmental
and Biological Sciences

WIDTH = 150 PIXELS

Size Restrictions

The Rutgers logotype and signatures should be produced at a reasonable size to maintain legibility.

For printed materials, the Rutgers logotype must never be smaller than one inch wide. The logotype with signature should never be smaller than 1.25" wide.

For digital use, the Rutgers logotype must never be smaller than 120 pixels wide and the logotype with signature should never be smaller than 150 pixels wide. See page 6.3.

Unfortunately, using the informal seal as a web graphic diminishes its resolution and makes the details of the seal appear fuzzy. Therefore it is not recommended that you use the informal seal as a stand-alone web graphic. The best way to use the informal seal on the web is as a background element or watermark in a web banner.

BLUE SQUARE IS CAP HEIGHT

Surrounding Space Requirements for Print

A prescribed amount of clear space around the logotype should be maintained at all times.

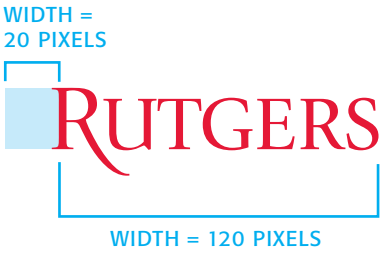
No other type or graphic element may appear within the prescribed clear space.

The unit of measure is a square equal to the height from the baseline to the top of the initial “R” in the logotype. The light blue area represents the amount of space that must be maintained between the logotype and any other element including the edge of a page.

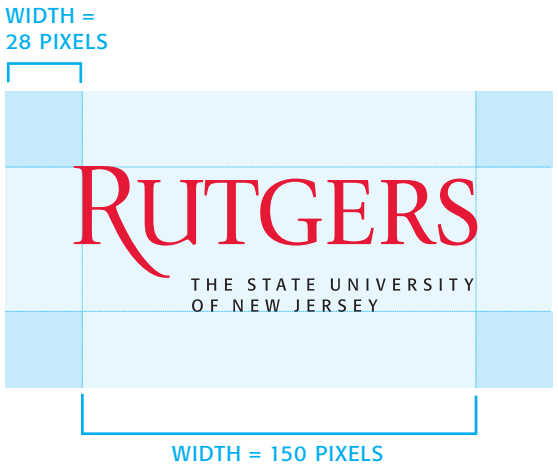
Because of inherent space restrictions in some specific usages, this clear space requirement may have to be modified. For example, the logotype on business cards may be positioned closer to the edge of the card. In this instance, the x-height instead of the cap height is used to determine the minimum surrounding space.

The minimum surrounding space requirement is primarily intended to prevent the Rutgers logotype from being crowded (and thereby trivialized) by other typographic or graphic elements. If the logotype is displayed in a large format, for example, as the primary visual on a banner, the clear space requirement may need to be modified. Good design judgment needs to be employed according to the use.

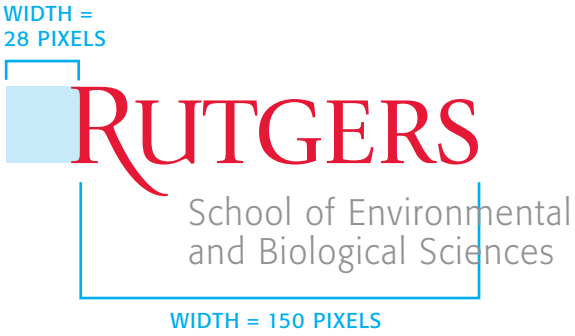
LOGOTYPE MINIMUM
WIDTH = 120 pixels



LOGOTYPE WITH SIGNATURE
MINIMUM WIDTH = 150 pixels



LOGOTYPE WITH SIGNATURE
MINIMUM WIDTH = 150 pixels



Shown actual size.

Surrounding Space Requirements for Web

Minimum Size of the Logotype and Signature and Surrounding Space Requirements for Webpages

The minimum identity requirement for a university website is to place the Rutgers logotype on the top left corner of the live content area on every webpage. Note that with the exception of navigation, content is not permitted in the immediate vicinity of the logotype.

The minimum size of the Rutgers logotype is 120-pixels wide, with a 20-pixels wide border of clear space around the logotype.

The minimum width of the logotype with signature is 150-pixels wide, with a 28-pixels wide border of clear space around the logotype. Logotypes and signatures can be downloaded at https://ur.rutgers.edu/identity/downloads.php.

These files may not be resized or altered unless approved by the Office of Creative Services. For information, please contact Creative Services at identity@ur.rutgers.edu.

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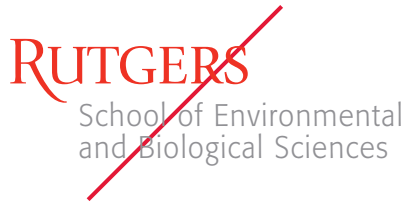
Unacceptable Uses

It is extremely important for brand success that the Rutgers logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following pages illustrate unacceptable displays.

For acceptable applications (i.e., in publications, on websites, or on merchandise, etc.) of the Rutgers logotype and its optional signatures, see the usage matrix on page 9.1.

1. Do not distort any portion of the logotype/signature.
2. Do not crop any portion of the logotype/signature.
3. Do not tilt the logotype/signature.
4. Do not rotate the logotype/signature. (An obvious exception to this guideline would be a vertical street pole banner with “Rutgers” appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the signature.
6. Do not alter the alignment of any component of the signature.



7

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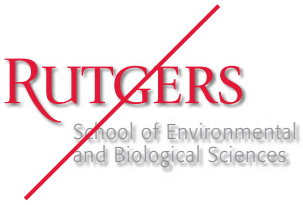
9

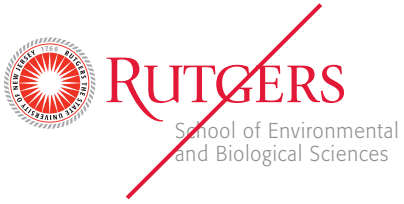
10



11

12

13



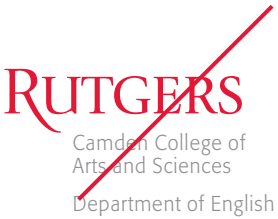
14

Unacceptable Uses *Continued*

7. Do not alter the relative size of the logotype and the unit signature.
8. Do not alter the typeface of the Rutgers logotype.
9. Do not alter the typeface of the signature.
10. Do not alter the type style (e.g., from all caps to cap/lowercase) of the signature.
11. Do not add a drop shadow to any part of the signature.
12. Do not combine the official university seal with the logotype.
13. Do not alter the relative size of the logotype and informal seal.
14. Do not combine the informal seal with a unit signature. It may only be used with the Rutgers logotype alone, with a universitywide signature, or with a campus signature.

15

16



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Unacceptable Uses *Continued*

15–18. Do not stack multiple signatures, such as placing a:

15. Universitywide signature with a unit name
16. Campus signature with a unit name
17. Unit signature with a department name
18. Unit signature with a subunit name

19. Do not separate the "R" from the Rutgers logotype and use it as a freestanding graphic or mark.

20. Do not use the informal seal as a freestanding logo in place of the Rutgers logotype. It may appear separately as a decorative or design element (see page 2.7).

21. Do not violate the minimum surrounding clear space requirements (see page 2.11) by attaching type or graphics to the logotype.

COLOR 3.0

3.1 Primary Color Palette
3.2 Supplementary Color Palette
3.3 Alternative Metallic Color
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3.7 One-Color Reproduction *Continued*
3.8 Unacceptable Color Treatments: Logotype
3.9 Unacceptable Color Treatments: Signature

	PRINT Pantone Matching System	PRINT Four-Color Process	DIGITAL Web/ Video Usage
	PANTONE 186	C0 M100 Y81 K4	R210 G16 B52 HTML# d21034
	PANTONE COOL GRAY 9	TINT OF BLACK: K60	R132 G133 B137 HTML# 848589
	BLACK	BLACK: K100	R0 G0 B0 HTML# 000000

Primary Color Palette

The primary colors for the Rutgers visual identity system are Pantone® 186, Pantone® Cool Gray 9, and black. Equivalent color formulas for four-color printing and digital media are provided to the left.

The preferred color treatment for the Rutgers logotype and signature is shown below.

RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY

RU_SIG_ST

The preferred color for the Rutgers logotype is always (Pantone® 186). It can also appear in black or white.

The preferred color for the signature is always (Pantone® Cool Gray 9). It can also appear in red, black, or white.

PRIMARY PALETTE

PANTONE 186

PANTONE
COOL GRAY 9

BLACK

SUPPLEMENTARY PALETTE

PANTONE 8403
(Metallic)

BRIGHT PALETTE

PANTONE 383
C20 Y100 K19
HTML# 9ea900

PANTONE 7406
M18 Y100
HTML# ebb600

PANTONE 152
M51 Y100 K1
HTML# e76f00

PANTONE 314
C100 Y9 K30
HTML# 007fac

MUTED PALETTE

PANTONE 7501
M4 Y20 K6
HTML# dfd2b3

PANTONE 5473
C82 Y28 K52
HTML# 00626d

PANTONE 175
M65 Y100 K60
HTML# 703221

PANTONE 7535
M3 Y15 K20
HTML# c1bbab

Supplementary Color Palette

A supplementary set of colors has been selected to complement the primary color palette. The colors shown in this supplementary palette are recommended for general use, but the user is not limited to only these colors.

PANTONE 8403
(Metallic)

PANTONE
COOL GRAY 9

Alternative Metallic Color

In special instances, such as on executive letterhead, metallic Pantone® 8403 or a matte metallic stamp may be substituted for Pantone® Cool Gray 9.

See page 5.8 for an example of usage.

RUTGERS

Three-Color Reproduction

The Rutgers logotype and signature are available in various combinations of the primary color palette for applications utilizing different printing methods. For the primary color palette, see page 3.1. When using the three-color variations, do not place the logotype (i.e., Rutgers) in any other colors except white, red, or black.

1

2

Black box represents a dark background. It is not part of the logo.

1. Three-color version on white:
   Pantone® 186, Pantone® Cool Gray 9, and black.

2. Three-color version reversed out of black:
   Pantone® 186, Pantone® Cool Gray 9, and black.

The reverse seal is a custom graphic for use when a white seal is needed.

Red and black on a white or light background

1

2

Red and gray on a white background

3

Reversed with red on a black background

4

Reversed with black on mid-toned backgrounds

5

6

7

8

Boxes represent colored backgrounds. They are not part of the logo.

Two-Color Reproduction

When only two colors are available for printing, combinations of red, gray, and black may be used.

Note that when using red and black, use a 60% tint of black to represent Pantone® Cool Gray 9.

Displayed on this page are examples of acceptable two-color presentations of the logotype and signature.

1. Pantone® 186 and black (Black is screened back to 60% to represent Pantone® Cool Gray 9.)
2. Same color break on a cream paper stock
3. Pantone® 186 and Pantone® Cool Gray 9
4. Pantone® 186 on a black background with 2 color seal
5. Black on a Pantone® Cool Gray 9 background
6. Black on a Pantone® 186 background
7. Black on a photographic background (Note that the photo behind the logo must be simple and neutral enough for the logo to be legible.)
8. Black on a mid-toned background that is not in the primary color palette (Note that the background color must be light enough for black to be legible and dark enough for white to be legible.)

Black on a white background

1

Red on a white background

2

Reversed out to white

Boxes represent colored backgrounds. They are not part of the logo.

One-Color Reproduction

When only one color is available for printing, the Rutgers logotype and signature may only be reproduced in red, black, or white, as shown in the examples on this page.

1. Black on a white background
2. Pantone® 186 on a white background
3. White on a black background
4. White on a Pantone® 186 background
5. White on a Pantone® Cool Gray 9 background
6. White on a background that is not in the primary color palette

1

2

3

4

One-Color Reproduction *Continued*

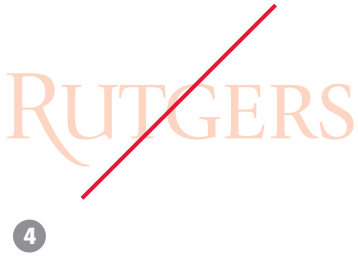
1. Gray on a black background
2. Light gray on a dark gray background
3. Pantone® 186 on a black background
4. Dark red on a simulated Pantone® 186 background

For specific color information email identity@ur.rutgers.edu.

1

2

3



4

Unacceptable Color Treatments: Logotype

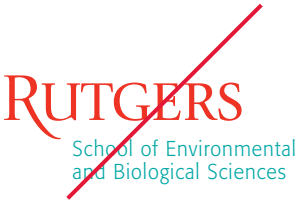
The preferred color for the Rutgers logotype is always Pantone® 186. See page 3.1 for the equivalent color formulas for four-color process printing, and for web and video usage. Black and white are the only other acceptable color treatments.

1-2. Do not use other colors, including Pantone® Cool Gray 9 or those in the supplementary color palette.

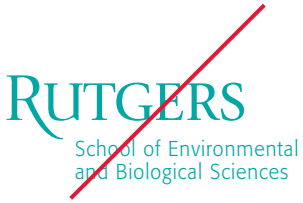
3. Do not apply a gradient to the logotype.

4. Do not apply a tint to the logotype.

1



2



3

4

5

Unacceptable Color Treatments: Signature

The preferred color for the signature is always Pantone® Cool Gray 9. Red, black, and white are the only other acceptable color treatments.

1. Do not switch the primary palette colors around among the components of the signature.

2–3. Do not substitute other colors, including those in the supplementary color palette, except black.

4–5. Do not apply a tint to any component of the signature.

TYPOGRAPHY 4.0

4.1 Primary Typefaces
4.2 Primary Typefaces *Continued*
4.3 Substitute Fonts
4.4 Primary Typeface for Webpages

ITC Giovanni (Serif)

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Formata BQ (Sans Serif)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primary Typefaces

The **ITC Giovanni** and **Formata BQ** font families have been chosen as the primary typefaces for Rutgers University communications. The two typefaces allow for flexibility and creative expression in text and display.

The font families displayed on this and the following page have been purchased by the Department of University Relations for use by Rutgers employees and are available upon request at identity.rutgers.edu.

You *do not* need these typefaces installed on your computer in order to use the Rutgers logotype and signatures. These will be provided in a variety of ready-to-place graphic file formats. However, you do need the Formata font installed on your computer if you wish to download and use:

1. Formata Desktop Letterhead Template
   https://ur.rutgers.edu/identity/downloads.php

2. Formata PowerPoint Template
   https://ur.rutgers.edu/identity/downloads.php

3. Dreamweaver Templates in Web Toolkit
   toolkit.rutgers.edu

Formata BQ *Continued*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primary Typefaces *Continued*

Sources

Should you want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:

ITC Giovanni:
International Typeface Corporation
www.itcfonts.com

Formata BQ:
Berthold Typefoundry
www.bertholdtypes.com

Palatino (Serif)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Substitute Fonts

Palatino is an acceptable substitute when the ITC Giovanni typeface is not available. Palatino is a classic and highly readable serif typeface that is provided prepackaged on virtually all word processing systems, making it a logical choice for informal communications internal to the university.

Arial is an acceptable substitute for use in desktop letterhead templates, PowerPoint templates, and web toolkit templates when the Formata font is not available. Like Palatino, Arial is provided prepackaged on most word processing systems.

Verdana users please note: the previous release of the identity manual listed the Verdana font as a substitute for the Formata font. Letterhead and PowerPoint templates using the Verdana font have been replaced by templates using the Arial font in the downloads section of the identity website (https://ur.rutgers.edu/identity/downloads.php).

See page 4.4 for Arial font sample.

Arial (Sans Serif)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Primary Typeface for Web Pages

The **Arial** typeface is the preferred typeface for university websites. For sample website applications of the identity system, see the Web Usage chapter beginning on page 6.0. For assistance in creating webpages, go to toolkit.rutgers.edu.

Verdana users please note: the previous release of the identity manual listed the Verdana font as a substitute for the Formata font. Letterhead and PowerPoint templates using the Verdana font have been replaced by templates using the Arial font in the downloads section of the identity website (https://ur.rutgers.edu/identity/downloads.php).

STATIONERY SYSTEM 5.0

5.1 About Stationery
5.2 Standard Letterhead
5.3 Standard Letterhead: Full Size
5.4 Standard Letterhead: Unit Level
5.5 Second Sheet
5.6 Standard Envelope
5.7 Standard Envelope: Unit Level
5.8 Executive Letterhead
5.9 Letterhead Sample 1: Consortium
5.10 Letterhead Sample 2: Personalized
5.11 Monarch Letterhead: Unit Level
5.12 Monarch Envelope
5.13 Standard Business Card
5.14 Standard Business Card: Unit Level
5.15 Business Card with Long Text
5.16 Business Card Back
5.17 Mailing Label
5.18 News Release Form
5.19 News Release Form: Second Sheet
5.20 Fax Cover Sheet
5.21 Primary Note Card
5.22 Secondary Note Cards
5.23 Baronial Envelope for Invitation
5.24 #9 Window Envelope
5.25 Other Envelopes
5.26 Memo Pads
5.27 Routing Slips

About Stationery

The stationery standards provided in the following pages are an essential part of the Rutgers visual identity system and are to be used by all units within the university.

Mail and Document Services is the preferred supplier of all stationery items. They may be contacted at 732-932-2143 and on the web at mds.rutgers.edu.

Following are recommended paper specifications. Alternative stocks may also be designated in the future.

Standard letterhead, second sheet, and envelope:
Mohawk Strathmore Script, 100% PC White, Smooth 24 Writing

Alternative stocks:
Strathmore Script White 24 lb.
Atlas Bond Light Cockle 24 lb.

Standard business card:
Mohawk Strathmore Script, 100% PC White, Smooth 80 Cover or an appropriate substitute

Executive letterhead, second sheet, and envelope:
Mohawk Strathmore Script Writing, 100% PC White, Pinstripe Laid 24 Writing

Executive business card:
Mohawk Strathmore Script, 100% PC White, Pinstripe Laid 88 Double Thick Cover

Left margin: 1.25"
Top margin: 2"
RUTGERS
Department/Division
School Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000
rutgers.edu
xxxxxx@domain.rutgers.edu
000-000-0000
Fax: 000-000-0000
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Sincerely,
John L. Doe

Not actual size

RU_LH_stand1.indd

Standard Letterhead

Rutgers logotype:
Pantone® 186

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 8.5" x 11"

See next page for actual size and structure.

Users can download a desktop version of the standard letterhead through the visual identity website at https://ur.rutgers.edu/identity/downloads.php.

Standard Letterhead: Full Size

Please follow these guidelines for the order and placement of information within the address block areas of the standard letterhead:

Line 1: Complete, correct name of office or program

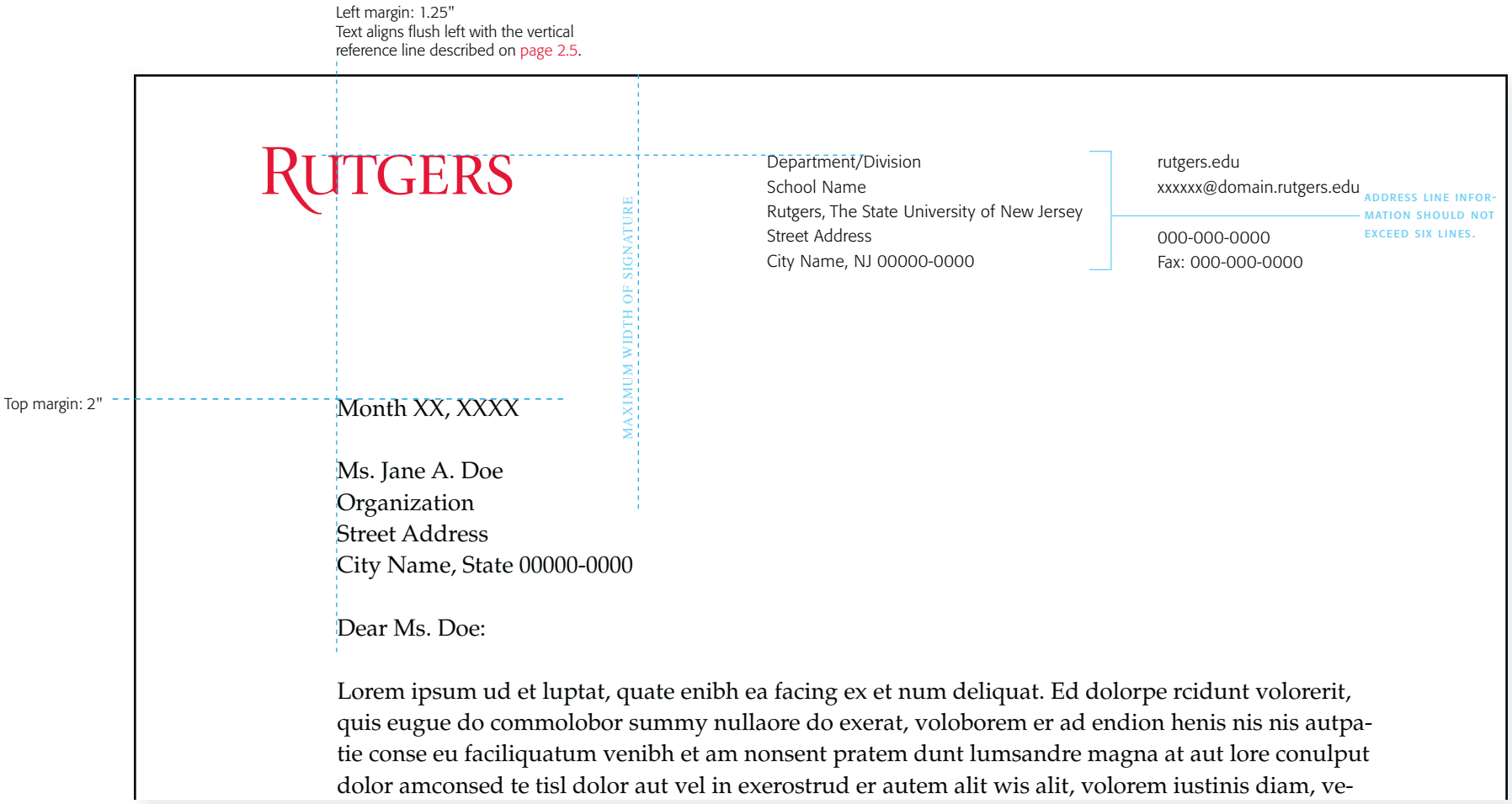
Line 2: Building name and room number (optional)

Line 3: Complete, correct name of school or umbrella office

Line 4: This line should not change. It should read: Rutgers, The State University of New Jersey.

Line 5: Street address

Line 6: City, State, and Zip


Left margin: 1.25"
Text aligns flush left with the vertical reference line described on page 2.5.
RUTGERS
Department/Division
School Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000
rutgers.edu
xxxxxx@domain.rutgers.edu
000-000-0000
Fax: 000-000-0000
ADDRESS LINE INFORMATION SHOULD NOT EXCEED SIX LINES.
MAXIMUM WIDTH OF SIGNATURE
Top margin: 2"
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, ve-

Left margin: 1.25"

Top margin: 2"

RUTGERS
School or Unit Name
Department/Division
School Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000
rutgers.edu
xxxxxx@domain.rutgers.edu
000-000-0000
Fax: 000-000-0000
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Sincerely,
John L. Doe

Not actual size

RU_LH_unit1.indd

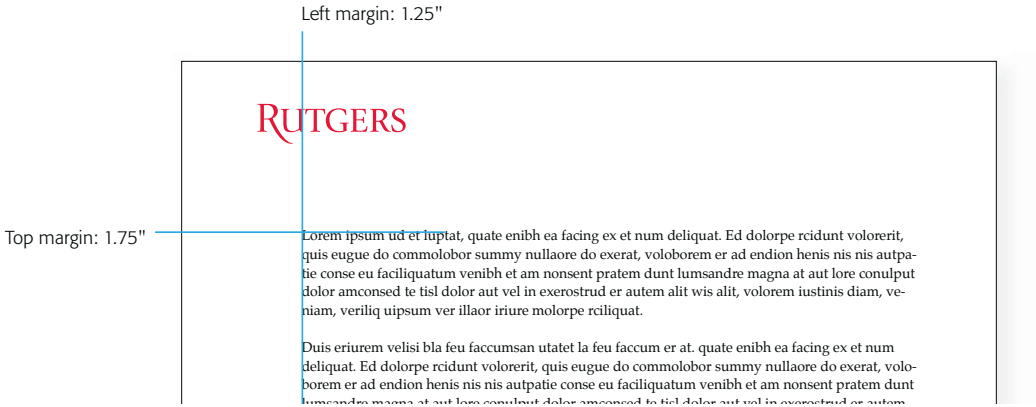
Standard Letterhead: Unit Level

Rutgers logotype with unit signature:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 8.5" x 11"

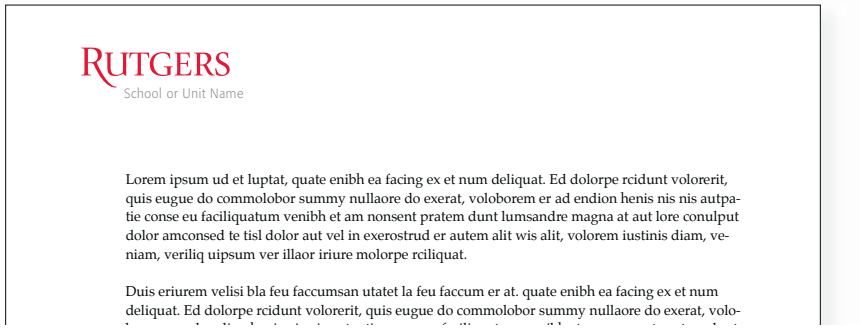
Second sheet for standard letterhead


Left margin: 1.25"
Top margin: 1.75"
RUTGERS
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt

Not actual size

RU_LH_stand2.indd

Second sheet for unit-level standard letterhead


RUTGERS
School or Unit Name
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, volo-

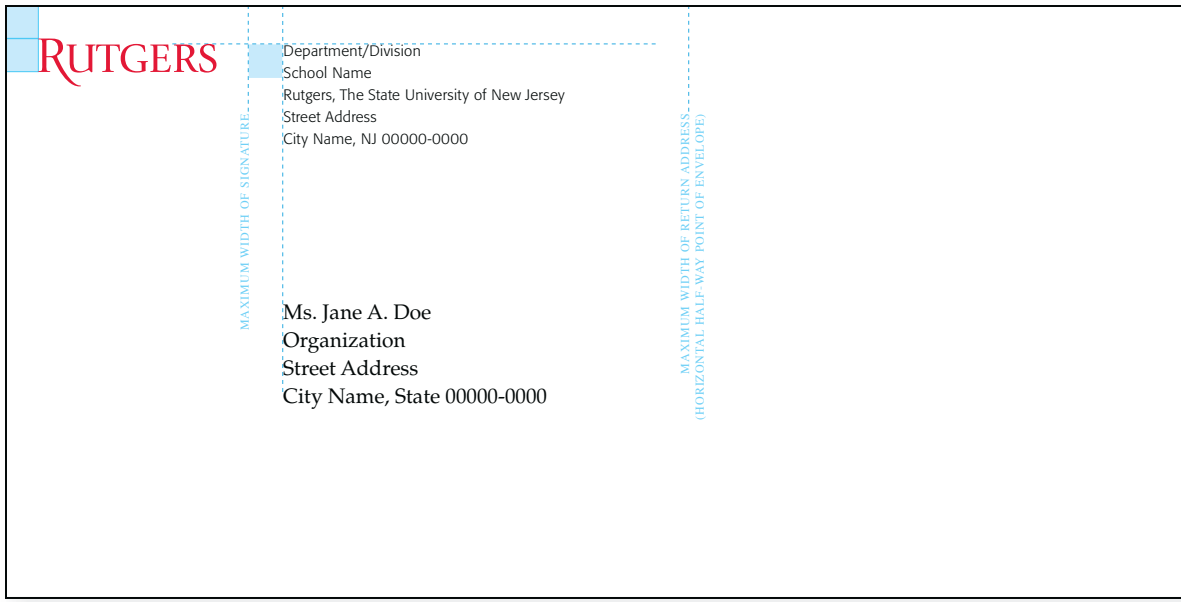
Not actual size

RU_LH_unit2.indd

Second Sheet

This sheet is used when a letter runs more than one page long.

It contains only the logotype, which is an exact replica of what is used on the first page. The top example represents the second sheet of the standard letterhead (see page 5.2). The bottom example represents the second sheet of the unit-level letterhead. It contains only the logotype and unit signature. (see page 5.4).



Not actual size

RU_ENV_ten_stand1.indd

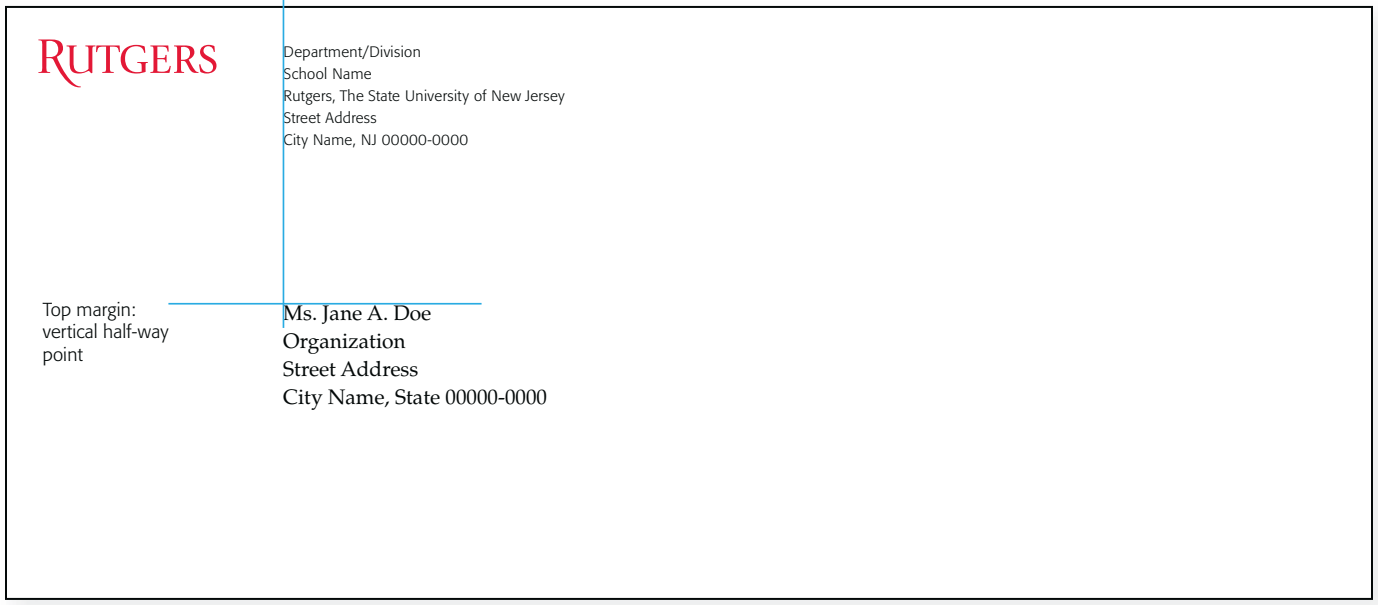
Standard Envelope

Rutgers logotype:
Pantone® 186

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: #10 envelope
9.5" x 4.125"

The structure shown at left is used for all envelopes large enough to adhere to these specifications. On smaller envelopes the signature appears on the back flap. (See page 5.12.)



Not actual size

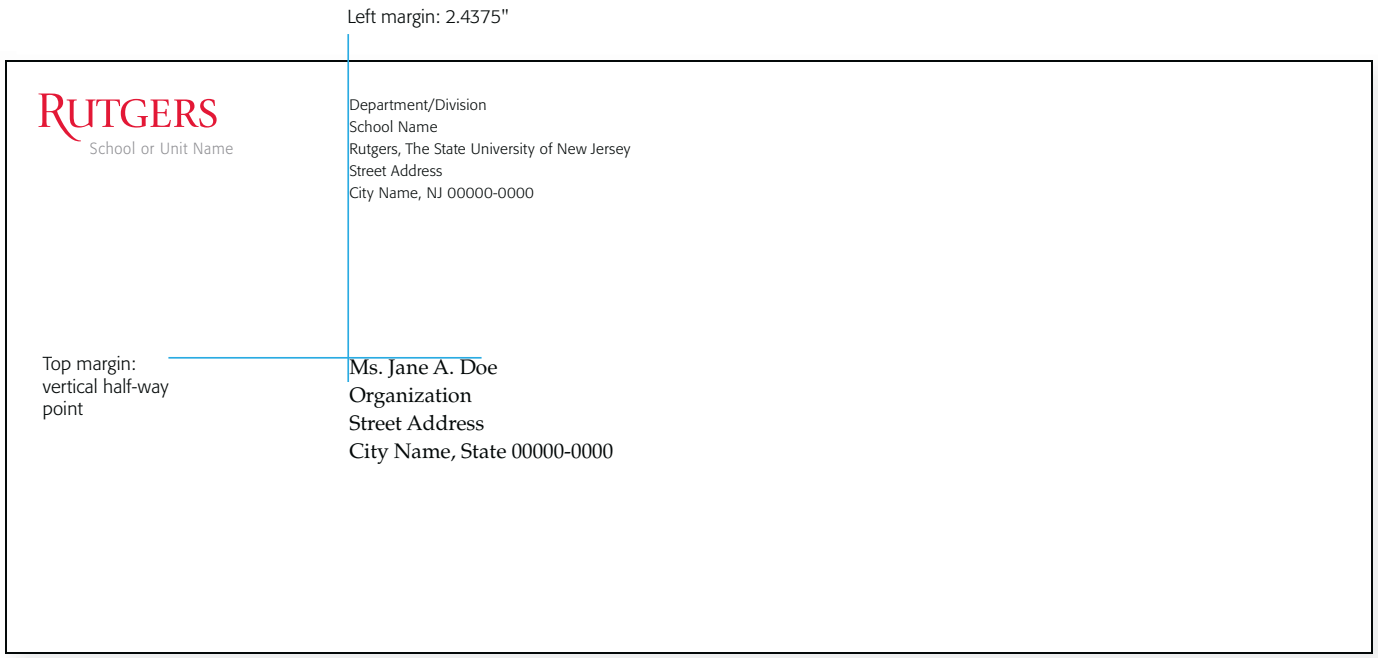
RU_ENV_ten_stand1.indd

Standard Envelope: Unit Level

Rutgers logotype with unit signature:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: #10 envelope
9.5" x 4.125"



Not actual size

RU_ENV_ten_unit1.indd

Left margin: 1.25"

Top margin: 2.5"

RUTGERS
OFFICE OF THE PRESIDENT
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, tie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Sincerely,
John L. Doe
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000
rutgers.edu
xxxxxx@domain.rutgers.edu
732-000-0000
Fax: 732-000-0000

Not actual size

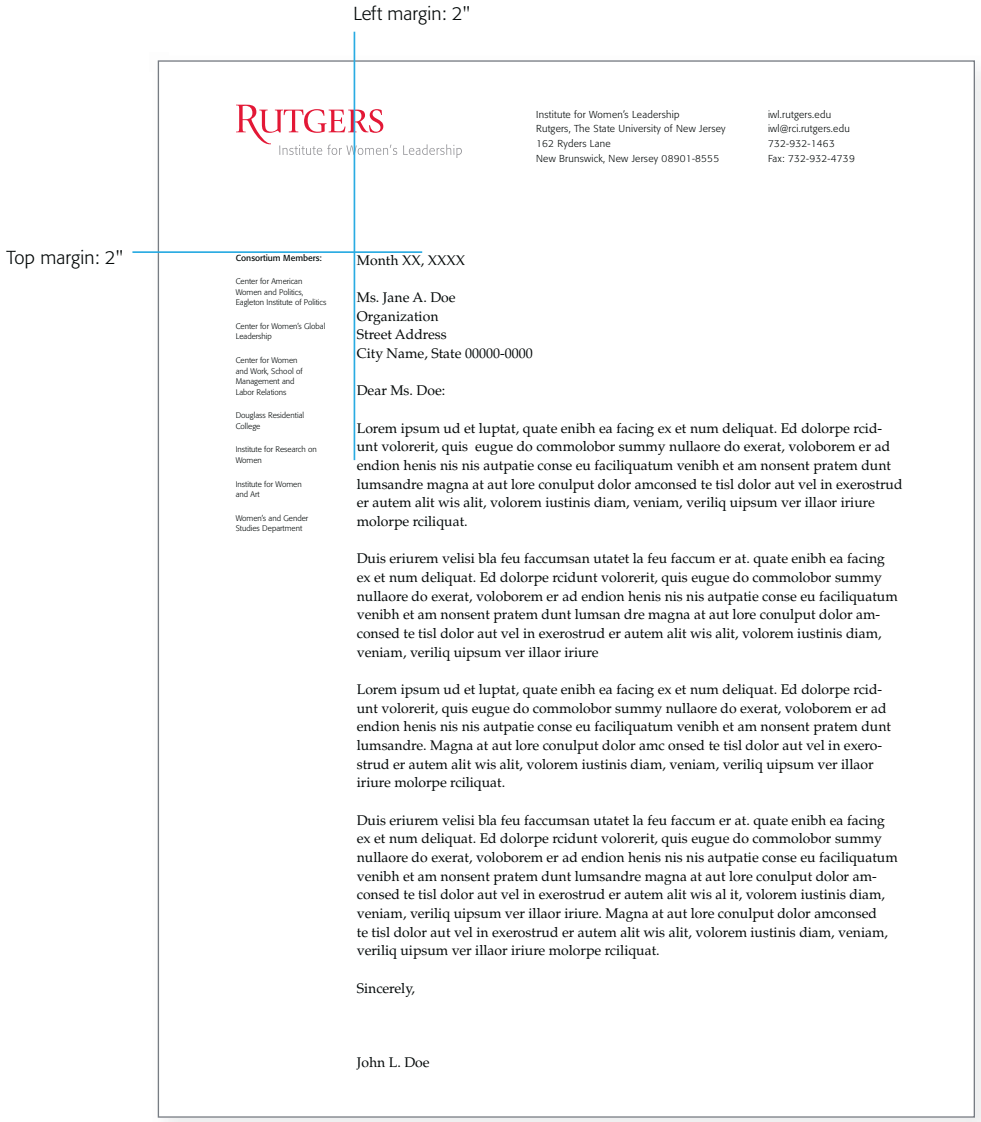
RU_LH_exec1.indd

Executive Letterhead

Vertical version of Rutgers logotype with seal:
Rutgers logotype: Pantone® 186
Seal: Pantone® 186, metallic Pantone® 8403, and black

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 8.5" x 11"


Left margin: 2"
Top margin: 2"
RUTGERS
Institute for Women's Leadership
Institute for Women's Leadership
Rutgers, The State University of New Jersey
162 Ryders Lane
New Brunswick, New Jersey 08901-8555
iwl.rutgers.edu
iwl@rci.rutgers.edu
732-932-1463
Fax: 732-932-4739
Consortium Members:
Center for American Women and Politics, Eagleton Institute of Politics
Center for Women's Global Leadership
Center for Women and Work, School of Management and Labor Relations
Douglass Residential College
Institute for Research on Women
Institute for Women and Art
Women's and Gender Studies Department
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
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Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amc onsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
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Sincerely,
John L. Doe

Not actual size

RU_LH_IWL.indd

Letterhead Sample 1: Consortium

Rutgers logotype with unit signature:

Rutgers logotype: Pantone® 186

Signature: Pantone® Cool Gray 9

Address block text:

Formata BQ Light 7.5/11 pt.

Tracked +25

Black

Size: 8.5" x 11"

Left margin: 1.25"
Top margin: 2"
RUTGERS
Edward J. Bloustein School
of Planning and Public Policy
Name
Title
Edward J. Bloustein School
of Planning and Public Policy
Rutgers, The State University of New Jersey
33 Livingston Avenue
New Brunswick, New Jersey 08901
policy.rutgers.edu
email address
732-932-4100
Fax 732-932-3454
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volore-rit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, volo-borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volore-rit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Sincerely,
John L. Doe

Not actual size

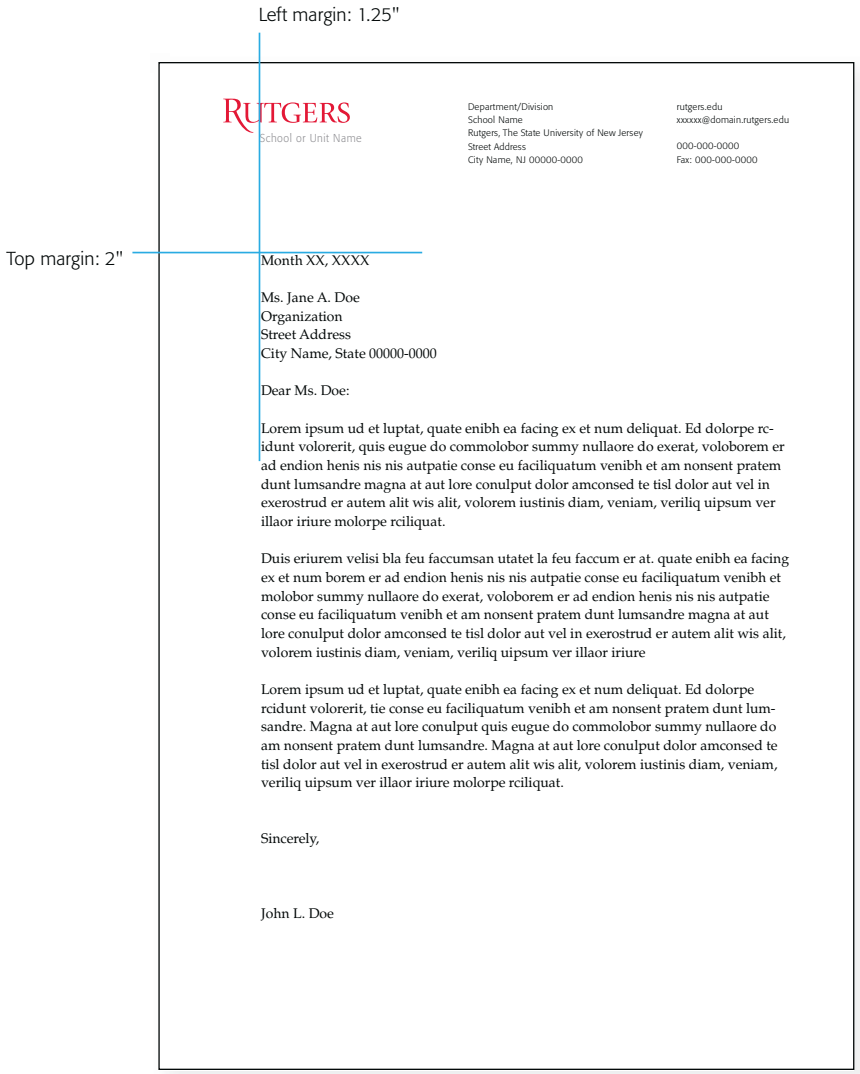
RU_LH_EJB_final.031307.indd

Letterhead Sample 2: Personalized

Rutgers logotype with unit signature:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 8.5" x 11"


Left margin: 1.25"
Top margin: 2"
RUTGERS
School or Unit Name
Department/Division
School Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000
rutgers.edu
xxxxxx@domain.rutgers.edu
000-000-0000
Fax: 000-000-0000
Month XX, XXXX
Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000
Dear Ms. Doe:
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rc-idunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et molobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, tie conse eu faciliquatum venibh et am nonsent pratem dunt lum-sandre. Magna at aut lore conulput quis eugue do commolobor summy nullaore do am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Sincerely,
John L. Doe

Not actual size

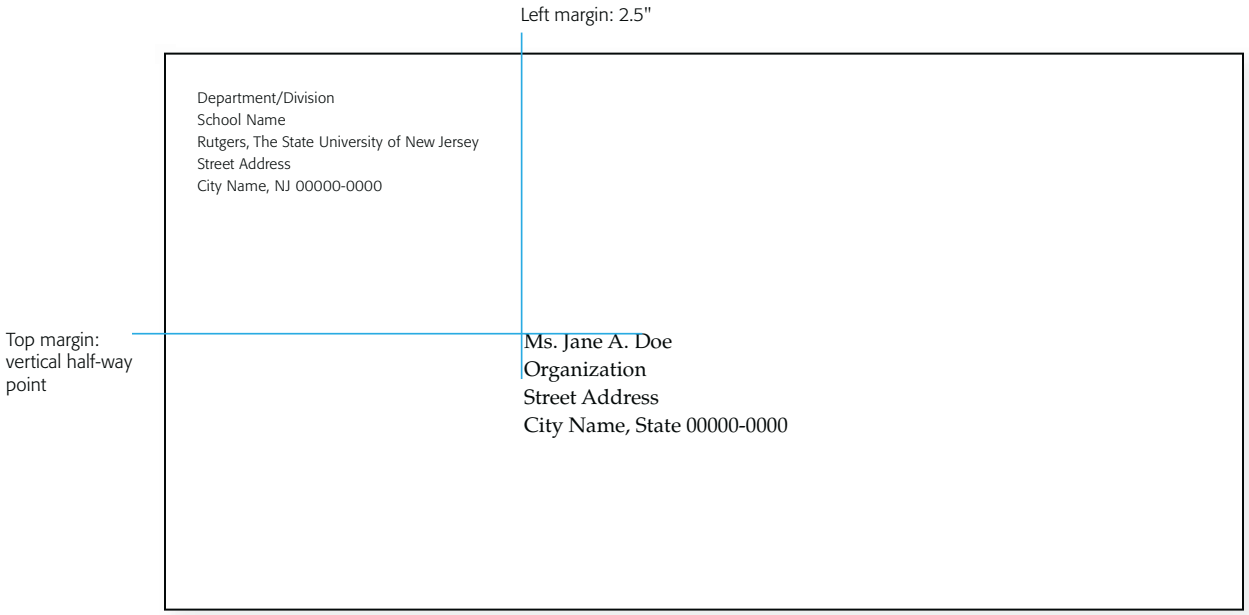
RU_LH_monarch1.indd

Monarch Letterhead: Unit Level

Rutgers logotype with unit signature:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

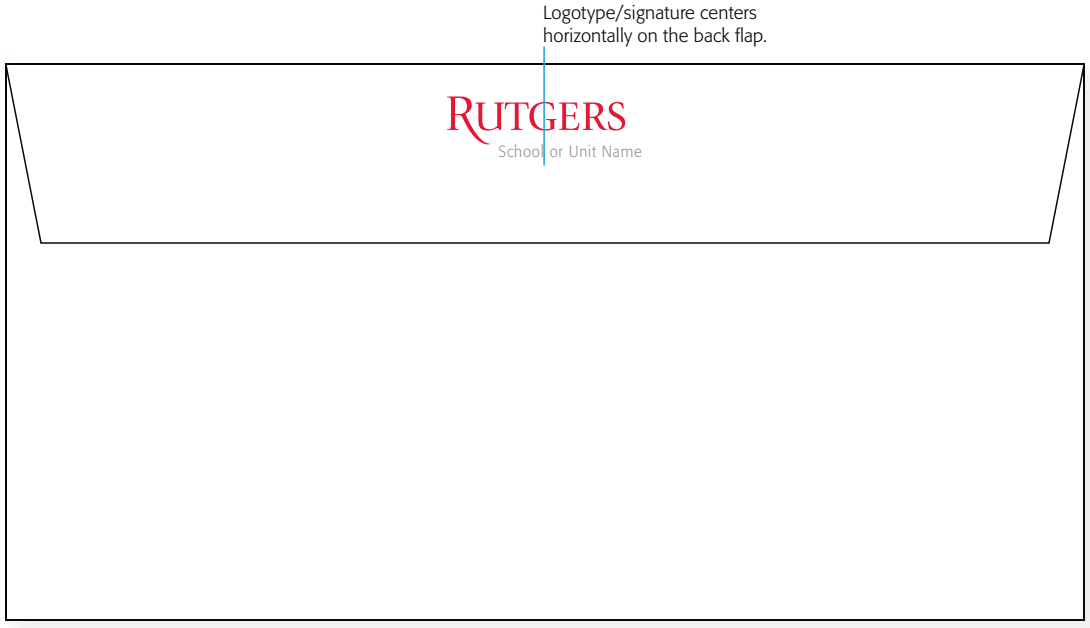
Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 7.25" x 10.5"



Not actual size

RU_ENV_monarch1.indd



Back

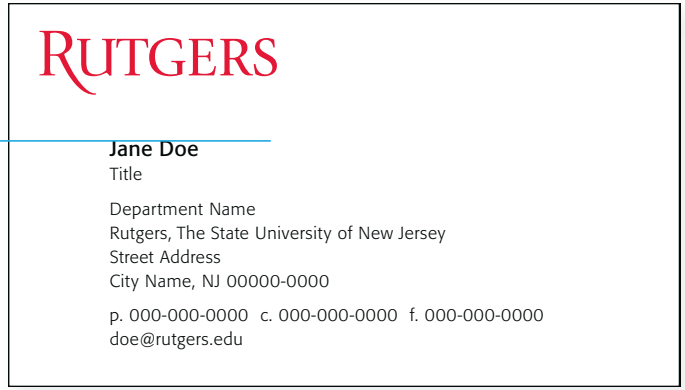
Monarch Envelope

Rutgers logotype with unit signature on back flap:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

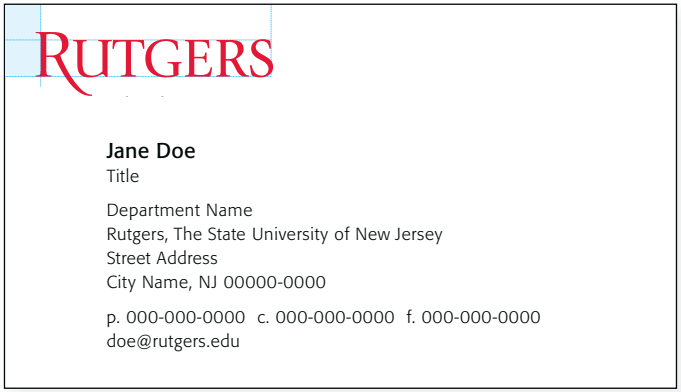
Size: #7.75 Monarch envelope
3.875" x 7.5"

Top margin for logotype with no unit name: 4p3



RU_BC_stand1.indd

Positioning of logotype:



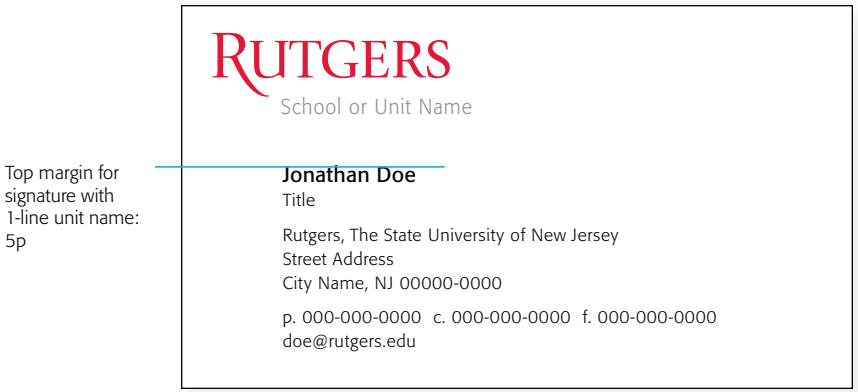
Standard Business Card

Rutgers logotype:
Pantone® 186

Address block text:
Name: Formata BQ Regular 8/9 pt., tracked +10
Text: Formata BQ Light 6.5/9 pt., tracked +40
+4 pt. leading between sections
Black

Size: 3.5" x 2"

See page 5.15 for guidelines to follow for cards with long text.



RU_BC_unit1.indd

RU_BC_unit2.indd

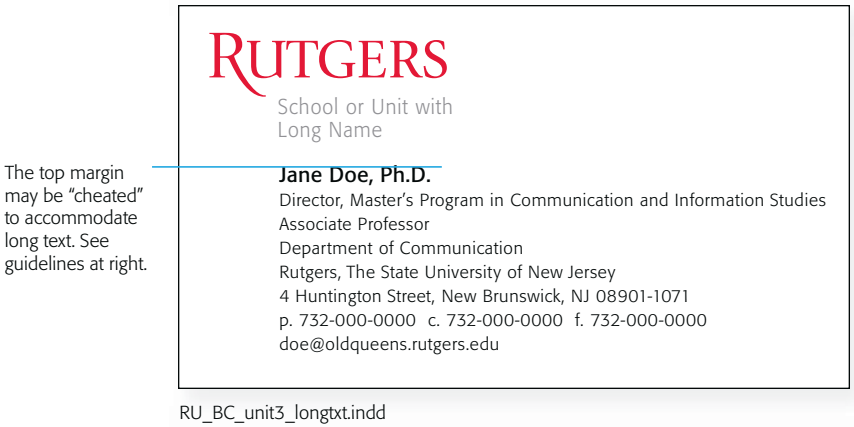
Standard Business Card: Unit Level

Rutgers logotype with unit signature:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Name: Formata BQ Regular 8/9 pt., tracked +10
Text: Formata BQ Light 6.5/9 pt., tracked +40
+4 pt. leading between sections
Black

Size: 3.5" x 2"

See page 5.15 for guidelines to follow for cards with long text.


RUTGERS
School or Unit with
Long Name
Jane Doe, Ph.D.
Director, Master's Program in Communication and Information Studies
Associate Professor
Department of Communication
Rutgers, The State University of New Jersey
4 Huntington Street, New Brunswick, NJ 08901-1071
p. 732-000-0000 c. 732-000-0000 f. 732-000-0000
doe@oldqueens.rutgers.edu
The top margin may be "cheated" to accommodate long text. See guidelines at right.
RU_BC_unit3_longtxt.indd

Business Card with Long Text

In instances where the amount of information exceeds the space available, a number of adjustments may be made to accommodate the extra text.

If necessary, the recommendations on the previous two pages for the top margins may be adjusted as follows:

Version of card with 1-line unit signature:
Text may be moved up from the recommended 5p alignment to 4p.

Version of card with 2-line unit signature:
Text may be moved up from the recommended 5p8 alignment to 5p.

If necessary, extra leading between sections may be eliminated as shown.

RU_BC_unit4_twosidedseal.indd (side 2)

Business Card Back

The standard business card back may contain a cropped version of the informal seal in a screen of 15% black printed over Pantone® 186.

In instances where an individual has two addresses at two completely separate locations, the contact information for each may be printed on reverse sides of the card as shown in the example below.

Two-sided business card

RUTGERS
School or Unit Name

Jane Doe, Pharm.D.
Title

Department Name
Rutgers, The State University of New Jersey
Street Address
City Name, NJ 00000-0000

p. 000-000-0000 c. 000-000-0000 f. 000-000-0000
doe@rutgers.edu

RU_BC_unit4_twosided.indd (side 1)

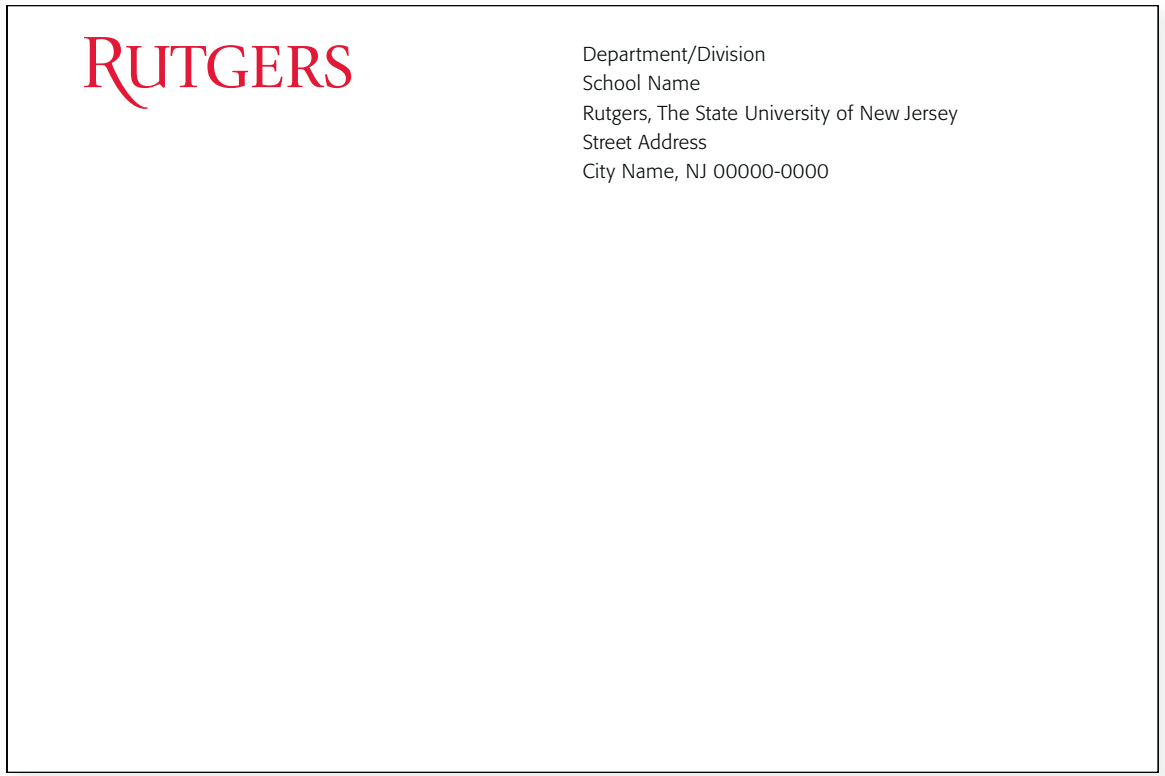
RUTGERS
School or Unit Name

Jane Doe, Pharm.D.
Title

Second Location
Street Address
City, State 00000-0000

p. 000-000-0000 f. 000-000-0000
doe@address.edu

RU_BC_unit4_twosided.indd (side 2)



RU_ML_stand1.indd

Mailing Label

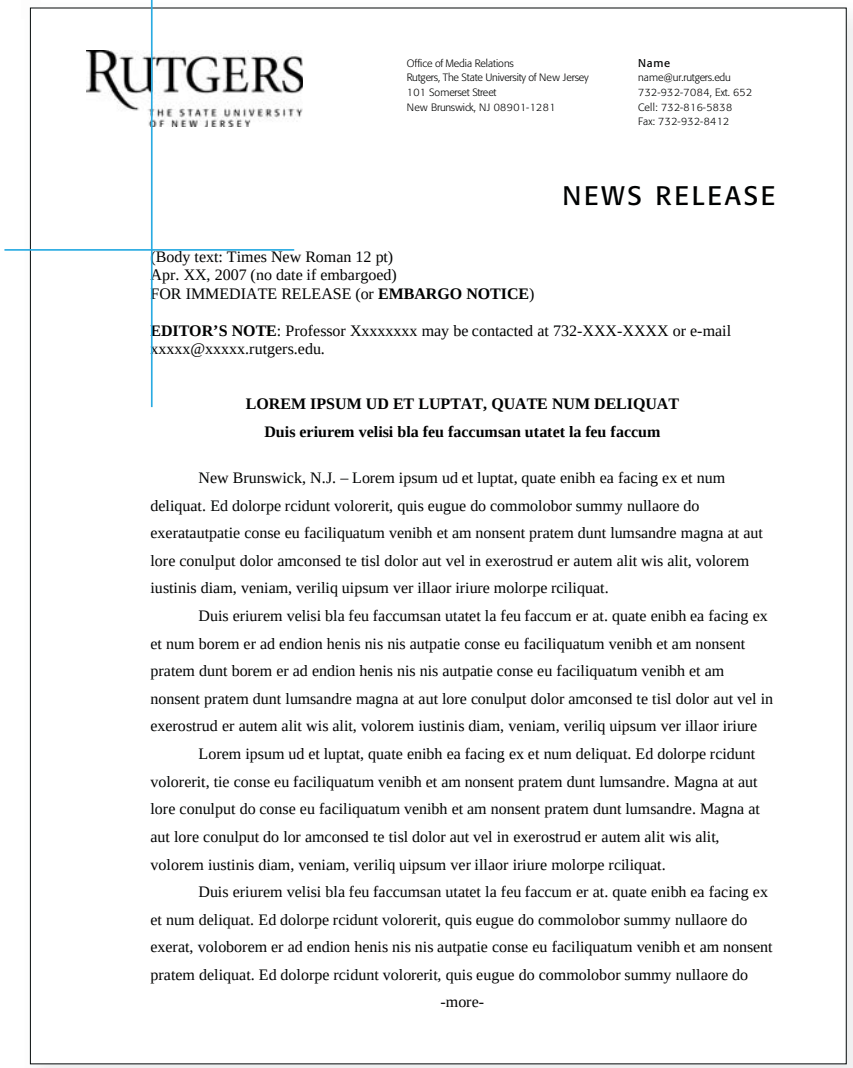
Rutgers logotype:
Pantone® 186

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

Size: 4" x 6"

Left margin: 1.25"

Top margin: 2.5"



RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY

Office of Media Relations
Rutgers, The State University of New Jersey
101 Somerset Street
New Brunswick, NJ 08901-1281

Name
name@ur.rutgers.edu
732-932-7084, Ext. 652
Cell: 732-816-5838
Fax: 732-932-8412

NEWS RELEASE

(Body text: Times New Roman 12 pt)
Apr. XX, 2007 (no date if embargoed)
FOR IMMEDIATE RELEASE (or **EMBARGO NOTICE**)

EDITOR'S NOTE: Professor Xxxxxxxx may be contacted at 732-XXX-XXXX or e-mail xxxxx@xxxxx.rutgers.edu.

LOREM IPSUM UD ET LUPTAT, QUATE NUM DELIQUAT

Duis eriurem velisi bla feu faccumsan utatet la feu faccum

New Brunswick, N.J. – Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exeratautpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.

Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, tie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput do conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput do lor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.

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-more-

Not actual size

RU_NR_stand1.indd

News Release Form

The news release form to the left is intended as a generic template. The specific wording of the headline—NEWS RELEASE—may vary depending on the intended communication. For example, it might alternatively read MEDIA ADVISORY.

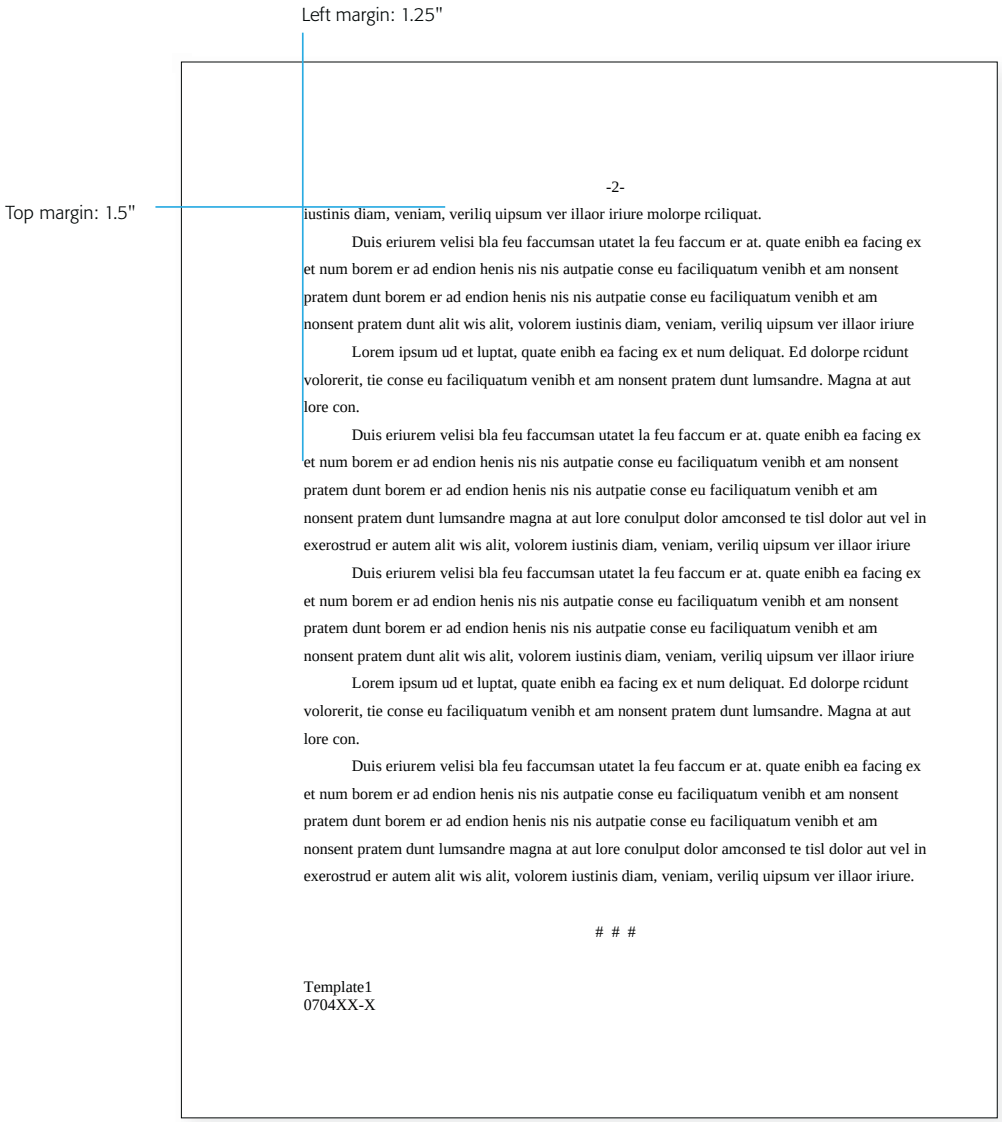
Rutgers state university, campus, or unit signature:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Contact Name:
Formata BQ Regular 8.5/11.5 pt.
Tracked +10
Black

Address block text:
Formata BQ Light 8/11.5 pt.
Tracked +25
Black

Size: 8.5" x 11"

Note that the address block text is slightly enlarged compared to the text in the regular letterhead.


Left margin: 1.25"
Top margin: 1.5"
-2-
iustinis diam, veniam, veriliq uipsum ver illaor iriure molorpe rciliquat.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, tie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore con.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure
Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, tie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore con.
Duis eriurem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt borem er ad endion henis nis nis autpatie conse eu faciliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amconsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriliq uipsum ver illaor iriure.
# # #
Template1
0704XX-X

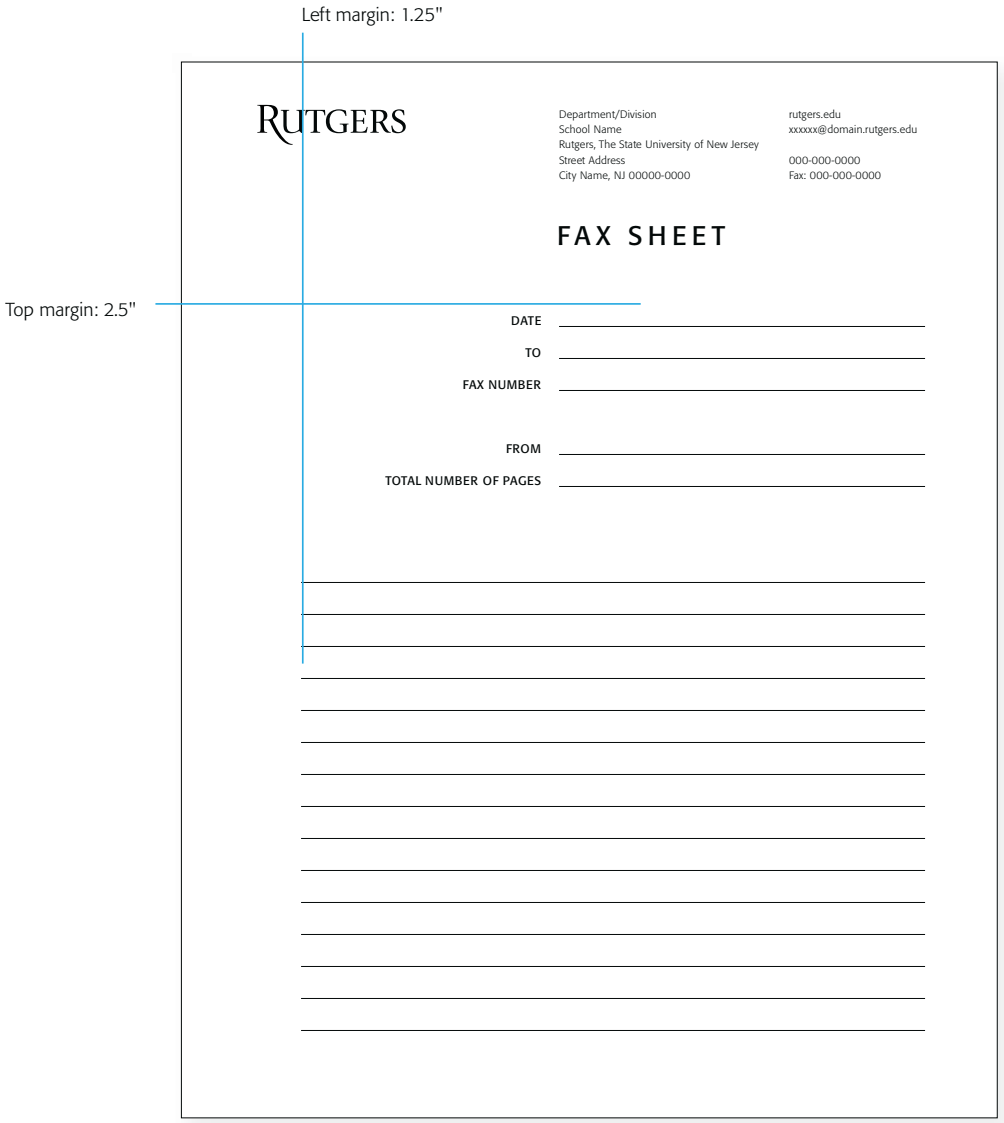
Not actual size

RU_NR_stand2.indd

News Release Form: Second Sheet

This page is used when the text is too long to fit on the primary news release page.

Size: 8.5" x 11"



Not actual size

RU_FAX_stand1.indd

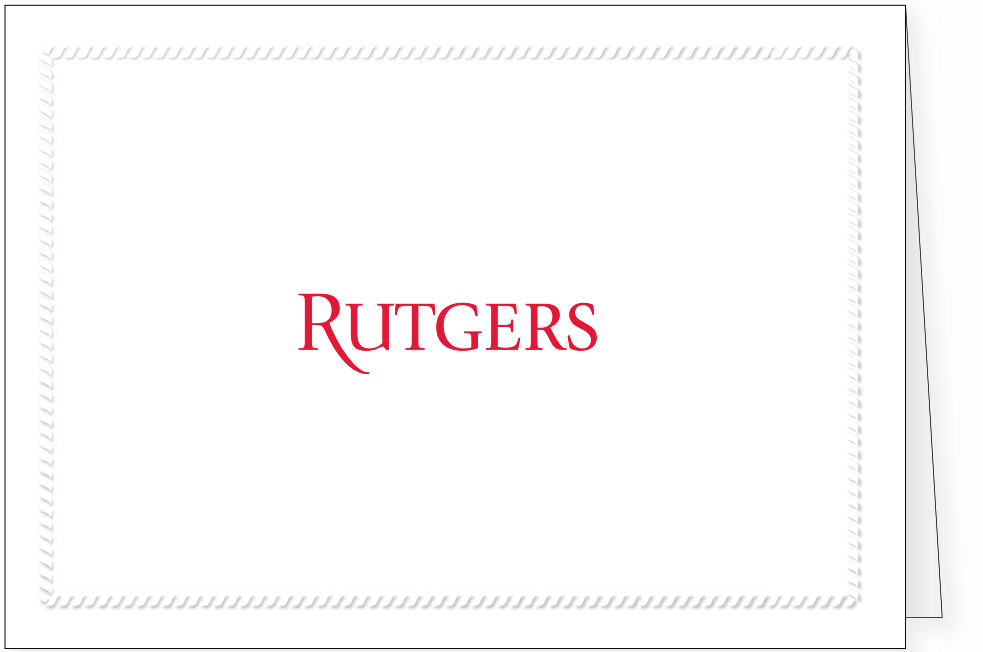
Fax Cover Sheet

Rutgers logotype:
Black

Address block text:
Formata BQ Light 8.25/11 pt.
Tracked +25
Black

Size: 8.5" x 11"

Note that the address block text is slightly enlarged compared to the text in the regular letterhead.



Not actual size

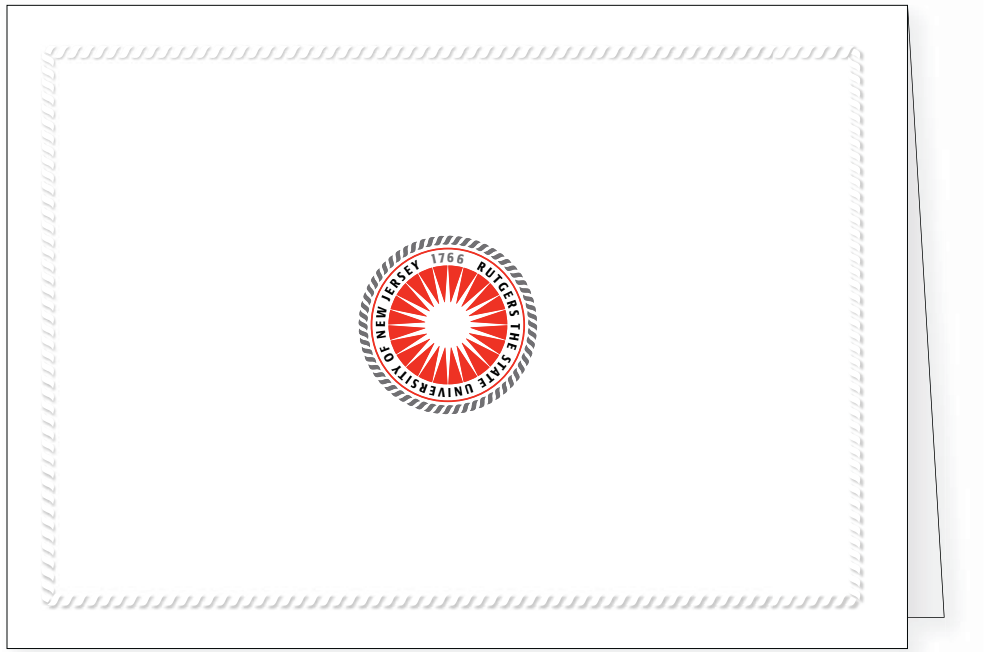
RU_NC_stand1.indd

Primary Note Card

Rutgers logotype:
Pantone® 186

Blind embossed “rope” border, based on the border of the Rutgers seal, is optional.

Size: 7" x 5"



1

Not actual size RU_NC_stand2.indd

2

Not actual size RU_NC_stand3.indd

Secondary Note Cards

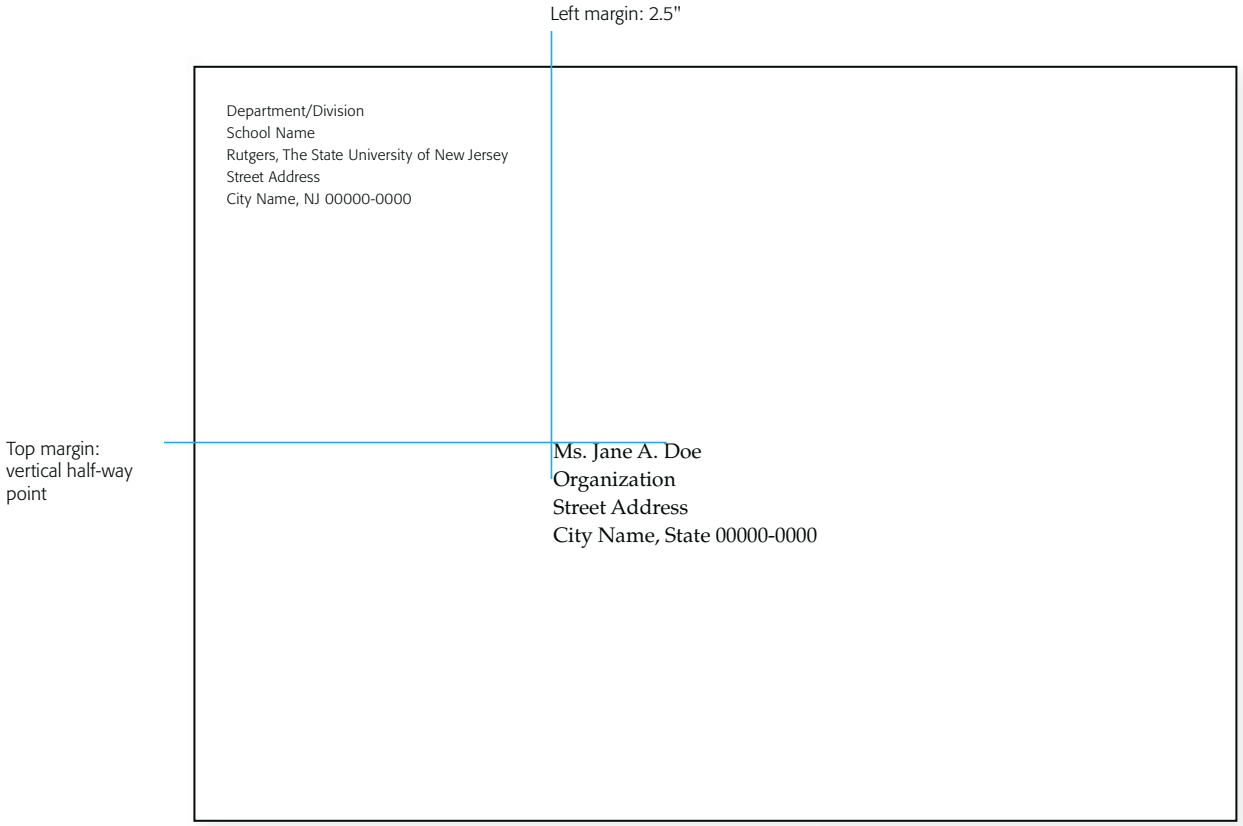
1. Informal Seal

Blind embossed “rope” border, based on the border of the Rutgers seal, is optional.

2. Rutgers Logotype with Informal Seal

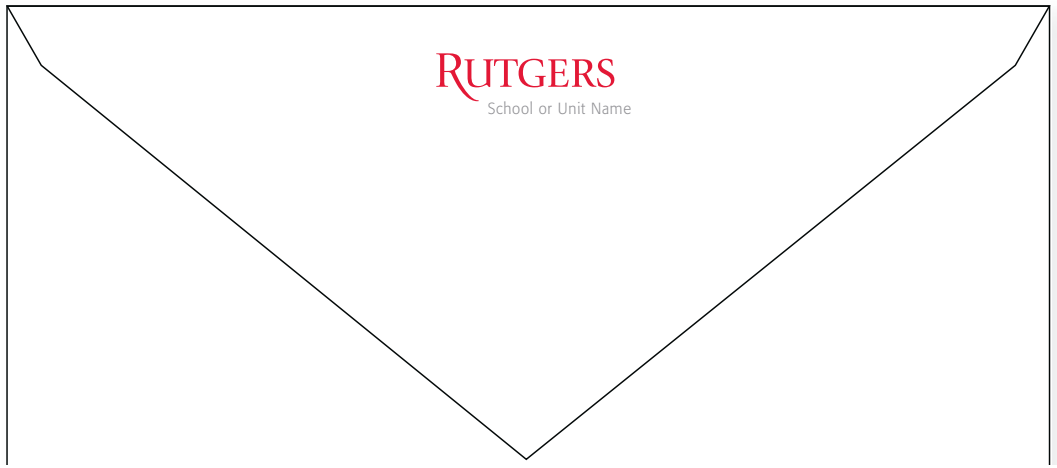
Colors:
Pantone® 186
Metallic Pantone® 8403
Black

Size: 7" x 5"



Not actual size

RU_ENV_bar1.indd



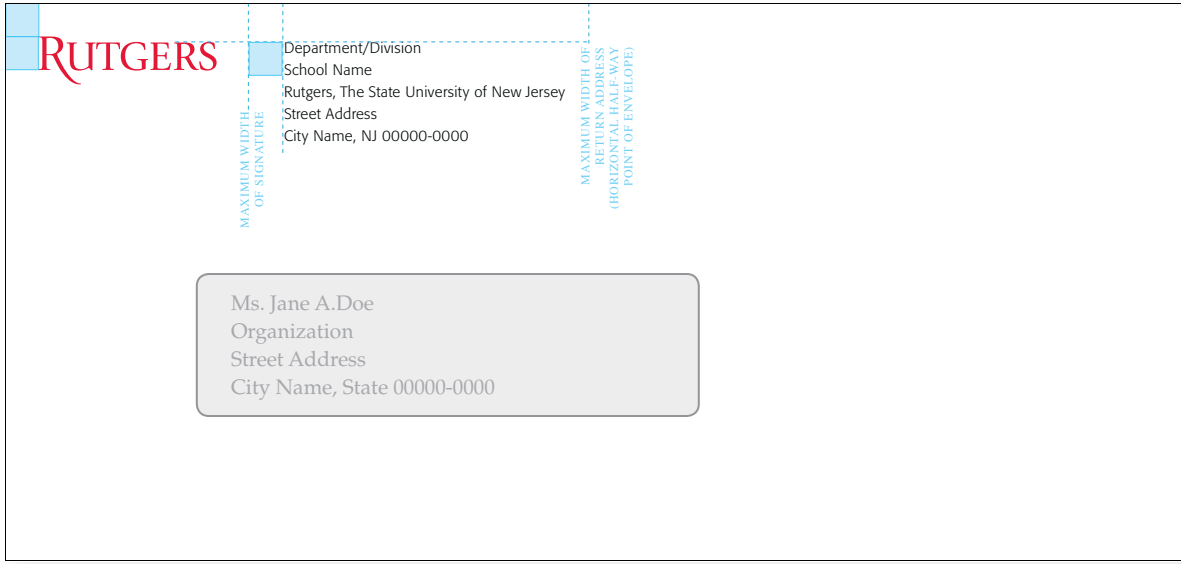
Back

Baronial Envelope for Invitation

Rutgers logotype with unit signature on back flap:
Rutgers logotype: Pantone® 186
Signature: Pantone® Cool Gray 9

Address block text:
Formata BQ Light 8/11.5 pt.
Tracked +25
Black

Size: Baronial envelope
7.25" x 5.25"



Not actual size

RU_ENV_ninewindow.indd

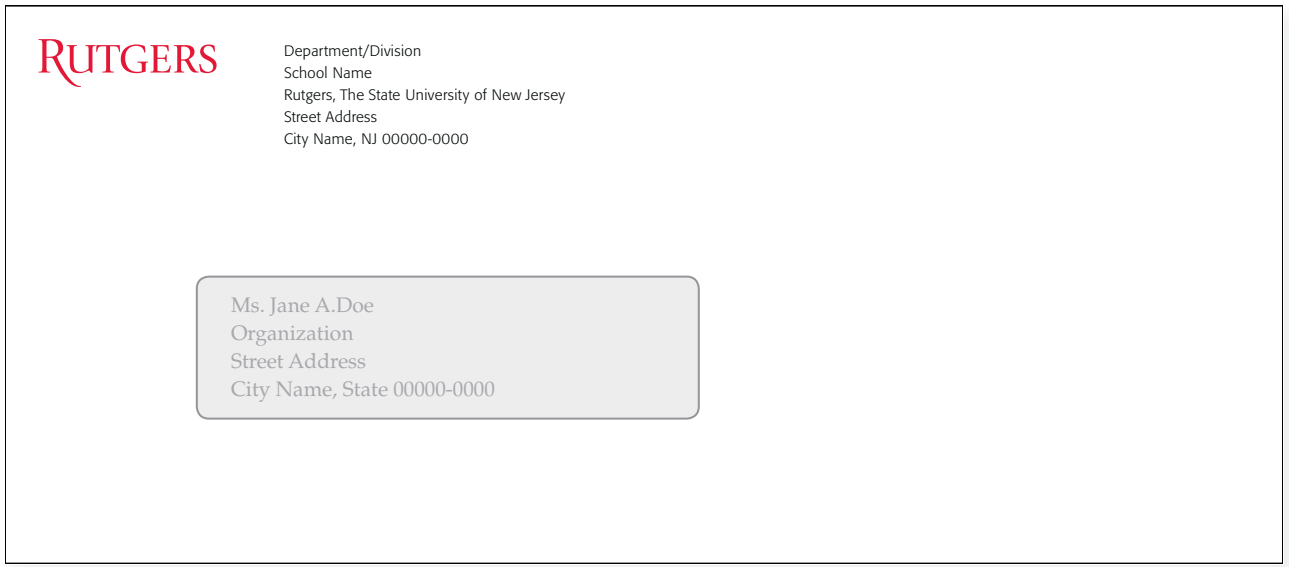
#9 Window Envelope

Rutgers logotype:
Pantone® 186

Address block text:
Formata BQ Light 7.5/11 pt.
Tracked +25
Black

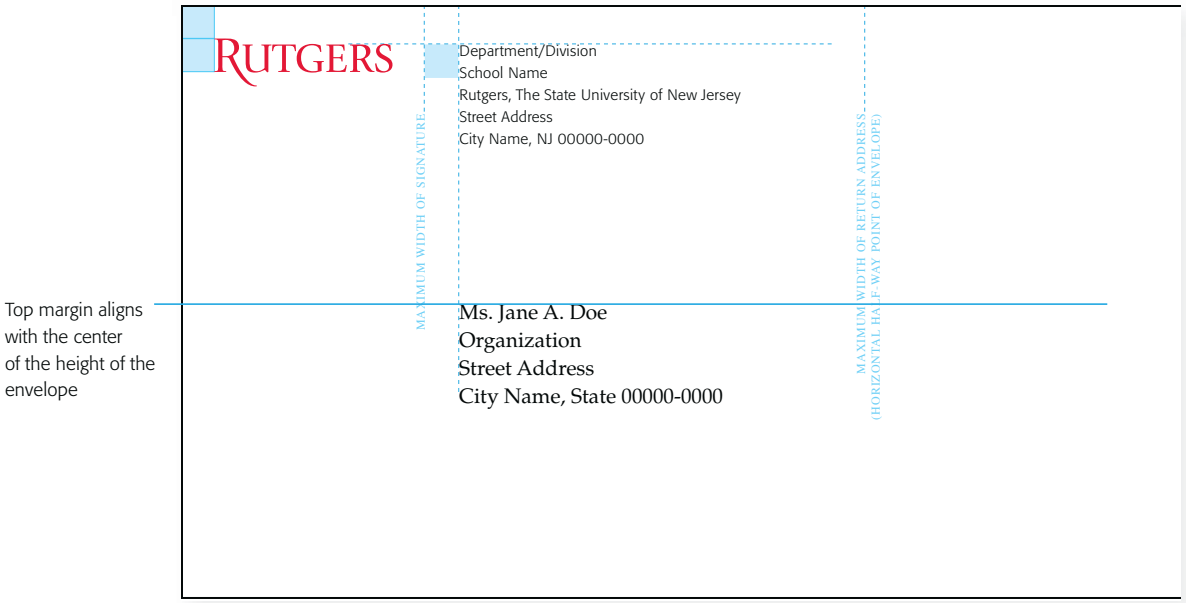
Size: #9 envelope
8.875" x 3.875"

The structure shown at left uses the same specifications as the standard envelope (See page 5.6.)



Not actual size

RU_ENV_ninewindow.indd

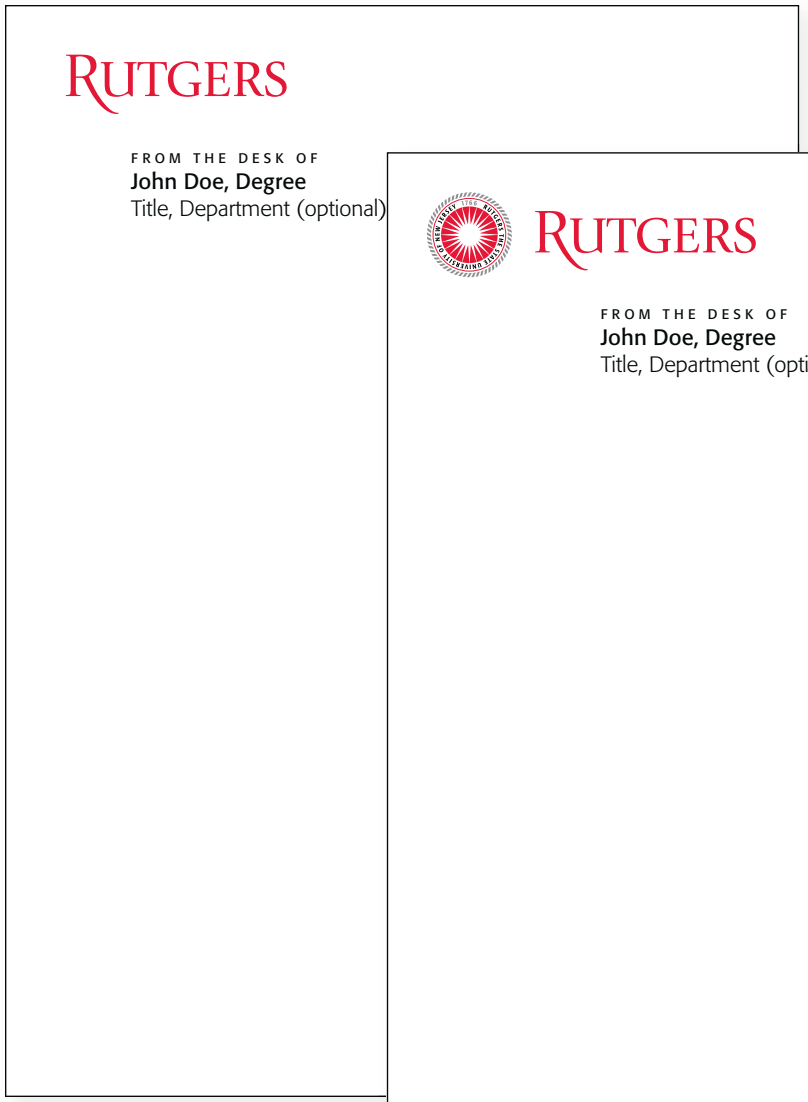


Other Envelopes

Other envelopes can be constructed as needed, using these specifications.

The position of the logotype and return address maintains the exact position in relationship to the upper left corner as the standard envelope. (See page 5.6.)

The address of the recipient ideally positions flush left with the address block and top aligns with the vertical center of the envelope.



Not actual size

RU_MEMO_stand1.indd

Not actual size

RU_MEMO_stand2.indd

Memo Pads

1. Logotype Version

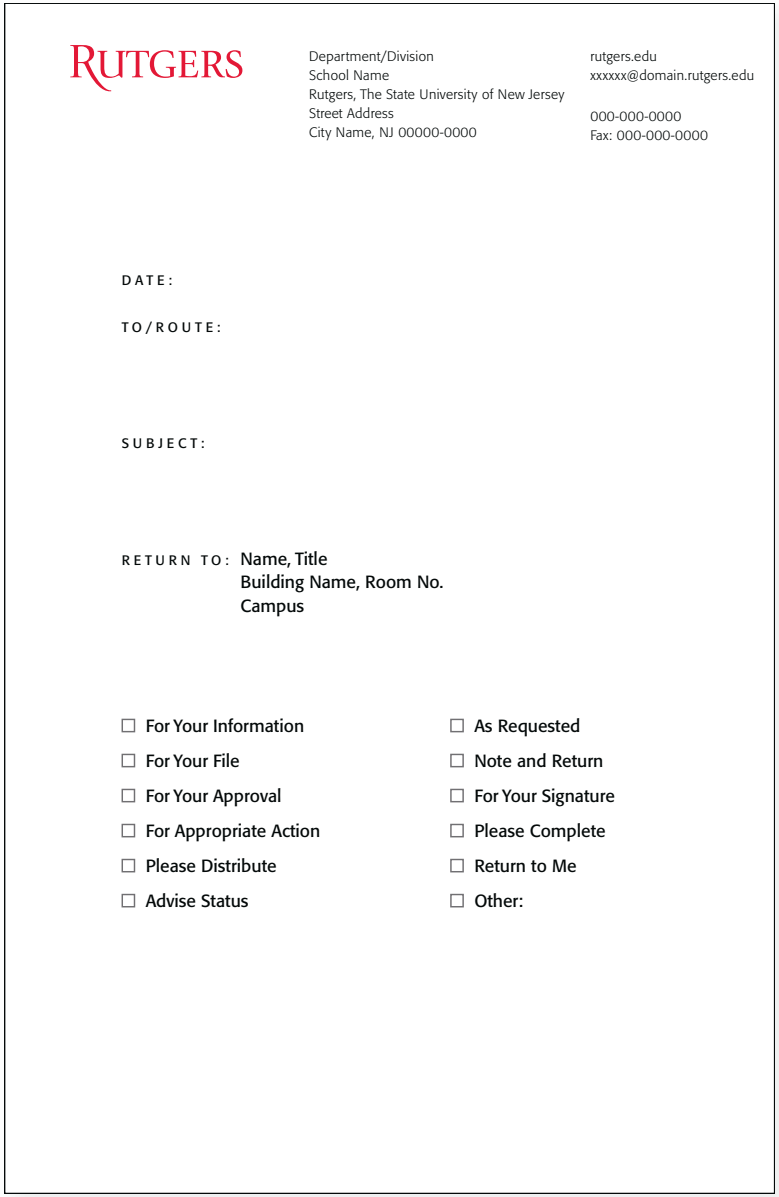
Colors:
Rutgers logotype: Pantone® 186
Sans serif text: black

2. Informal Seal Signature Version

Colors:
Rutgers logotype: Pantone® 186
Seal: Pantone® 186, Pantone® Cool Gray 9, and black
Sans serif text: black

Line one: Formata BQ Regular Small Caps 8/9.6 pt.
Line two: Formata BQ Regular 8/9.6 pt.
Line three: Formata BQ Light 8/9.6 pt.

Size: 4" x 5.5"



Not actual size

RU_RSLIP_stand1.indd

Routing Slips

Color:
Rutgers logotype: Pantone® 186
Sans serif text: black

Address block text:
Formata BQ Light 7/9.75 pt.
Tracked +25
Black

Size: 5.5" x 8.5"

WEB USAGE 6.0

6.1 Web Standards
6.2 Web Standards: Navigational Requirements
6.3 Rutgers Logotype: Minimum Identity Requirement
6.4 Web Banner System
6.5 Web Banner System: Universitywide
6.6 Web Banner System: Campus
6.7 Web Banner System: School/College
6.8 Web Banner System: Unit
6.9 Web Banner System: Web Bar
6.10 Website Templates

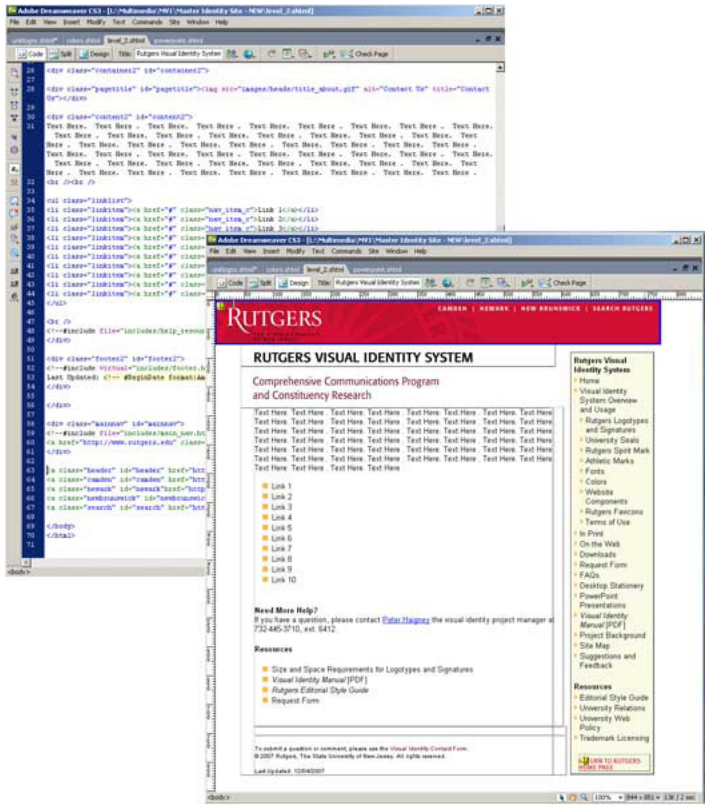
LOGOTYPE MINIMUM
WIDTH = 120 PIXELS

RUTGERS

LOGOTYPE WITH SIGNATURE
MINIMUM WIDTH = 150 PIXELS

RUTGERS
NEW BRUNSWICK

Web banner



Web template

Web Standards

The Rutgers logotype must appear with or without a signature on all Rutgers webpages.

Select one of the following three options to apply the identity to your website.

1. Place the **Rutgers logotype** in the top left corner of the live content area on every webpage. Note that with the exception of navigation, content is not permitted in the immediate vicinity of the logotype. See page 2.12 for more information on surrounding space restrictions.

2. Use the **web banner system**. See pages 6.4-6.9.

3. Use the **web templates**. See page 6.10.

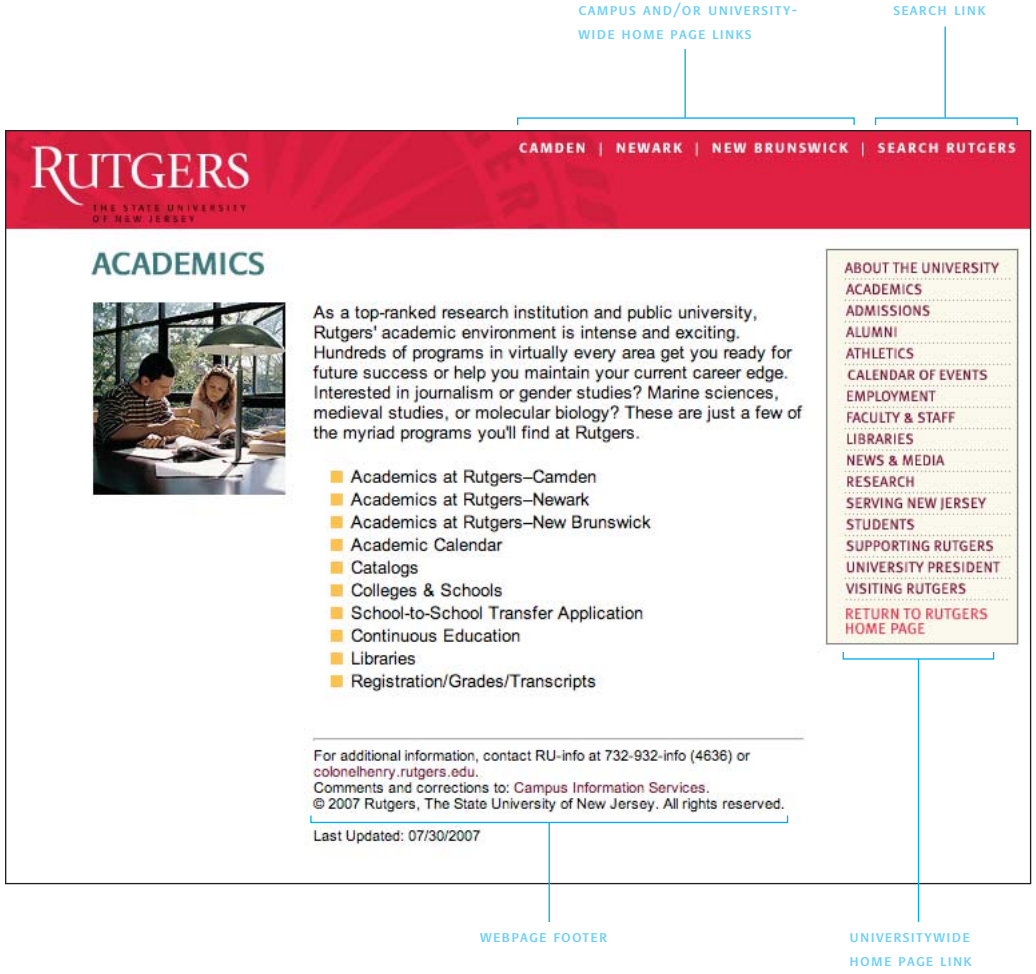
These elements may not be resized or altered unless the alteration has been approved by Creative Services, Department of University Relations at identity.rutgers.edu.

Website components can be downloaded at https://ur.rutgers.edu/identity/downloads.php.

For assistance in creating web pages, go to toolkit.rutgers.edu.

For more information on the university web policy, go to toolkit.rutgers.edu/webpolicies.shtml.

For more information on the visual identity, go to identity.rutgers.edu.


CAMPUS AND/OR UNIVERSITY-WIDE HOME PAGE LINKS
SEARCH LINK
RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY
CAMDEN | NEWARK | NEW BRUNSWICK | SEARCH RUTGERS
ACADEMICS
As a top-ranked research institution and public university, Rutgers' academic environment is intense and exciting. Hundreds of programs in virtually every area get you ready for future success or help you maintain your current career edge. Interested in journalism or gender studies? Marine sciences, medieval studies, or molecular biology? These are just a few of the myriad programs you'll find at Rutgers.
Academics at Rutgers–Camden
Academics at Rutgers–Newark
Academics at Rutgers–New Brunswick
Academic Calendar
Catalogs
Colleges & Schools
School-to-School Transfer Application
Continuous Education
Libraries
Registration/Grades/Transcripts
ABOUT THE UNIVERSITY
ACADEMICS
ADMISSIONS
ALUMNI
ATHLETICS
CALENDAR OF EVENTS
EMPLOYMENT
FACULTY & STAFF
LIBRARIES
NEWS & MEDIA
RESEARCH
SERVING NEW JERSEY
STUDENTS
SUPPORTING RUTGERS
UNIVERSITY PRESIDENT
VISITING RUTGERS
RETURN TO RUTGERS HOME PAGE
For additional information, contact RU-info at 732-932-info (4636) or colonelhenry.rutgers.edu.
Comments and corrections to: Campus Information Services.
© 2007 Rutgers, The State University of New Jersey. All rights reserved.
Last Updated: 07/30/2007
WEBPAGE FOOTER
UNIVERSITYWIDE HOME PAGE LINK

Web Standards: Navigational Requirements

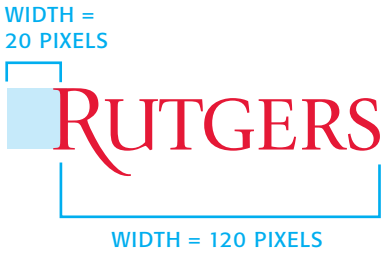
Each website must contain the following navigational items.

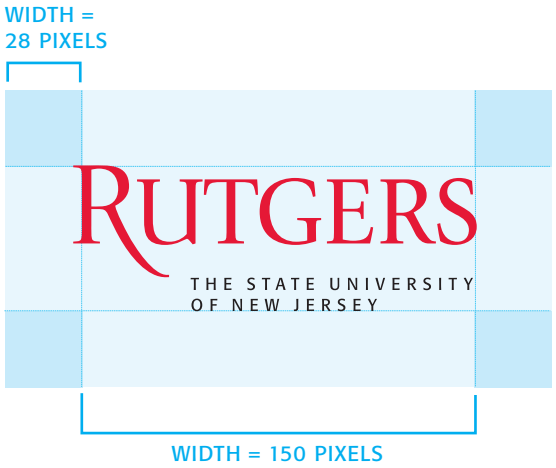
1. Search Link
Each site's main webpage must include a link to Search Rutgers at search.rutgers.edu.

2. Campus and/or Universitywide Homepage Links
Each site's main webpage must have an easily identifiable link to their campus and/or the universitywide home page at www.rutgers.edu.

3. Webpage Footer
Each webpage's footer must contain the phrase "Rutgers, The State University of New Jersey."

Website components can be downloaded at https://ur.rutgers.edu/identity/downloads.php.





Shown actual size.

Rutgers Logotype: Minimum Identity Requirement

The minimum identity requirement for a university website is to place the Rutgers logotype in the top left corner of the live content area on every webpage. Note that with the exception of navigation, content is not permitted in the immediate vicinity of the logotype. See page 2.12 for more information on surrounding space restrictions.

Minimum Size of the Logotype
The minimum size of the Rutgers logotype is 120-pixels wide, with a 20-pixels wide border of clear space around the logotype.

The minimum width of the logotype with signature is 150-pixels wide, with a 28-pixels wide border of clear space around the logotype.

The logotype and signatures can be downloaded at https://ur.rutgers.edu/identity/downloads.php.

These files may not be resized or altered unless approved by Creative Services, Department of University Relations at identity.rutgers.edu.

Universitywide Top-Level Banner

Campus Banner

School/College Banner

Unit Banner

Web Bar

Web Banner System

A standardized banner system allows consistent branding across all university websites. It was created for flexible application to existing sites.

There are five types of web banners/bars available:

- Universitywide
- Campus
- School/College
- Unit
- Web bar

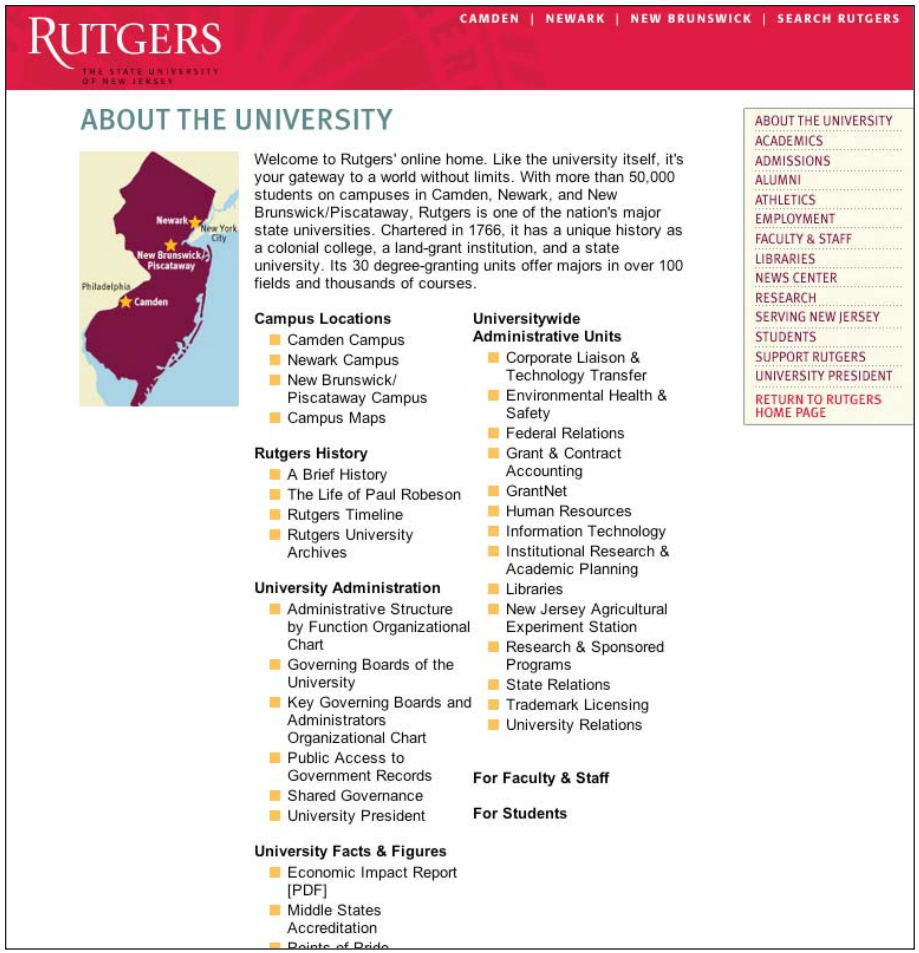
The standard width of these banners is 770 pixels, and they can be downloaded at https://ur.rutgers.edu/identity/downloads.php. Banners may not be resized or altered unless approved by Creative Services, Department of University Relations at identity@ur.rutgers.edu.

The web banner system consists of:

- Colors: d21034 (red), 000000 (black), or 848589 (gray)
- Rutgers logotype
- Informal seal "watermark," screened to 15% black

Banners with the background seal can only appear in red, black, and gray.

Specific website banners appear on the following pages.



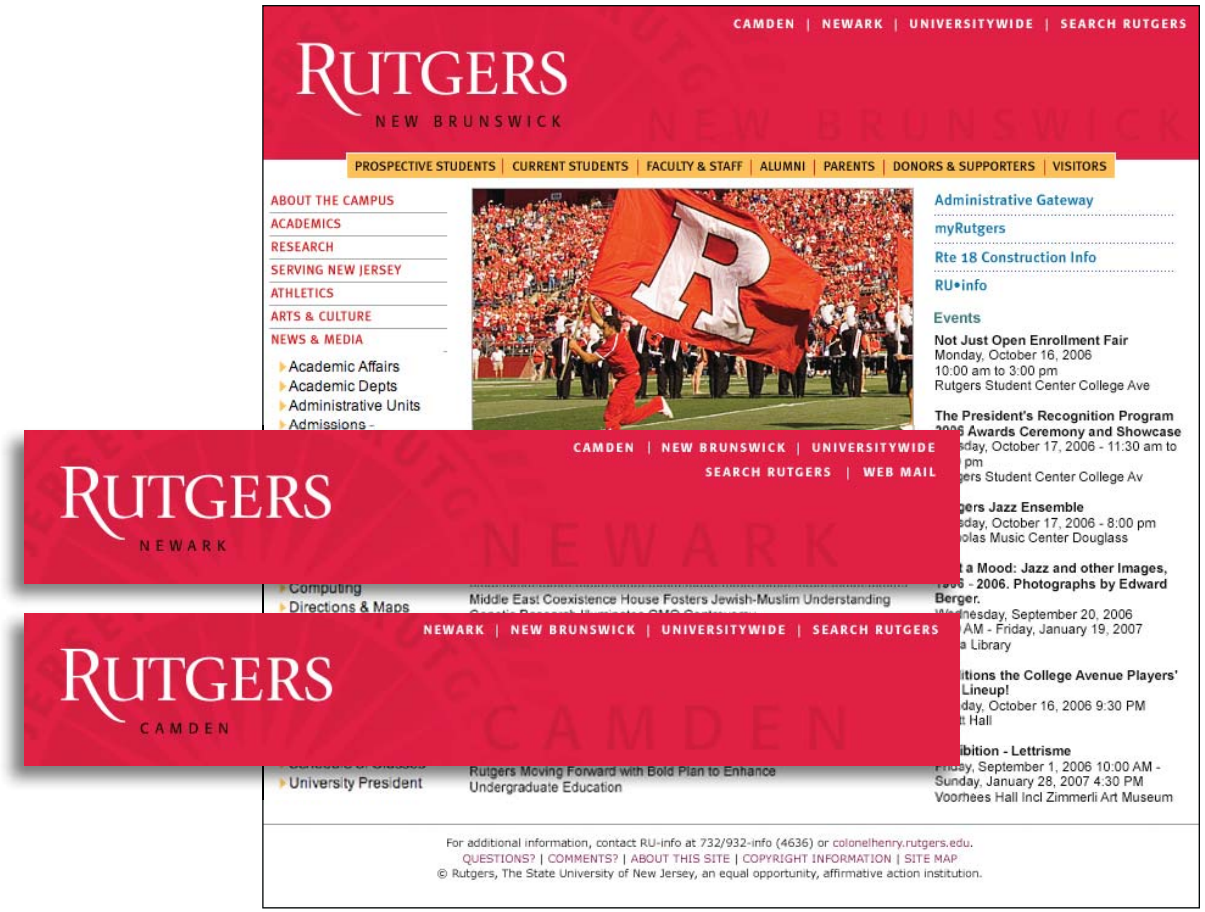
Web Banner System: Universitywide

The universitywide banner includes the Rutgers logotype and state university signature. It should be used on sites whose operations, functions, and services encompass the entire university, or whose purpose is to provide general universitywide information.

For example:

- University President
- Governing Boards of the University
- University Human Resources
- Office of State Relations
- University Policy Library
- Office of Information Technology
- Catalogs
- University Mission
- About the University
- Visiting Rutgers

The standard width of this banner is 770 pixels and can be downloaded at https://ur.rutgers.edu/identity/downloads.php. The banner may not be resized or altered unless approved by Creative Services, Department of University Relations at identity.rutgers.edu.


CAMDEN | NEWARK | UNIVERSITYWIDE | SEARCH RUTGERS
RUTGERS
NEW BRUNSWICK
PROSPECTIVE STUDENTS | CURRENT STUDENTS | FACULTY & STAFF | ALUMNI | PARENTS | DONORS & SUPPORTERS | VISITORS
ABOUT THE CAMPUS
ACADEMICS
RESEARCH
SERVING NEW JERSEY
ATHLETICS
ARTS & CULTURE
NEWS & MEDIA
Academic Affairs
Academic Depts
Administrative Units
Admissions -
Administrative Gateway
myRutgers
Rte 18 Construction Info
RU•info
Events
Not Just Open Enrollment Fair
Monday, October 16, 2006
10:00 am to 3:00 pm
Rutgers Student Center College Ave
The President's Recognition Program
Awards Ceremony and Showcase
CAMDEN | NEW BRUNSWICK | UNIVERSITYWIDE
SEARCH RUTGERS | WEB MAIL
RUTGERS
NEWARK
Computing
Directions & Maps
Middle East Coexistence House Fosters Jewish-Muslim Understanding
NEWARK | NEW BRUNSWICK | UNIVERSITYWIDE | SEARCH RUTGERS
RUTGERS
CAMDEN
University President
Rutgers Moving Forward with Bold Plan to Enhance Undergraduate Education
For additional information, contact RU-info at 732/932-info (4636) or colonelhenry.rutgers.edu.
QUESTIONS? | COMMENTS? | ABOUT THIS SITE | COPYRIGHT INFORMATION | SITE MAP
© Rutgers, The State University of New Jersey, an equal opportunity, affirmative action institution.

Web Banner System: Campus

Campus banners are for use on websites whose operations and goals target regional campuses, rather than the entire university community. Campus banners contain the Rutgers logotype and campus signature for Camden, Newark, or New Brunswick.

The standard width of these banners is 770 pixels, and they can be downloaded at https://ur.rutgers.edu/identity/downloads.php. The banners may not be resized or altered unless approved by Creative Services, Department of University Relations at identity.rutgers.edu.

RUTGERS
School of Arts and Sciences
NEW BRUNSWICK CAMPUS
Students | Faculty & Staff | Alumni & Supporters | Visitors
Home
About the SAS
Academics
News & Events
Contact Us
Search Rutgers
GOOGLE SEARCH
Google
Search
Keyword
SAS Site Search
RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY
The School of Arts and Sciences (SAS) is the undergraduate school for liberal arts and sciences on the Rutgers–New Brunswick/Piscataway campus. Rutgers is the largest state university in New Jersey and one of the top-ranked public universities nationwide. With more than 800 faculty and more than 70 different majors, the School of Arts and Sciences brings excellence in teaching to a world-class research institution.
Read more about the School of Arts and Sciences
NEW & NOTEWORTHY
International Programs Site and Series
RecycleMania 2008
Africana Studies
Faculty Forum on the Core Curriculum
Selected Faculty Awards
CONTACT INFORMATION
School of Arts and Sciences
Rutgers, The State University of New Jersey
77 Hamilton Street
New Brunswick, NJ 08901
SAS Office of Undergraduate Education
Phone: 732-932-8433
Email: questions@sas
SAS Administrative Offices
Contact Information
Fax: 732-932-5150
UNIVERSITY PORTALS
Admin Gateway
Gradebook
myRutgers
RU-info
732-932-info
© Rutgers, The State University of New Jersey, An equal opportunity, affirmative action institution.
Editor Login — Administrator Login

Web Banner System: School/College

Created for use on school and college websites, this banner is not for use on academic department, office, research center, or administrative unit sites. These groups are encouraged to use the unit/center banner or a web bar.

The standard width of these banners is 770 pixels. They are available by request at https://ur.rutgers.edu/identity/requestform.php. The banners may not be resized or altered unless approved by Creative Services, Department of University Relations at identity.rutgers.edu.

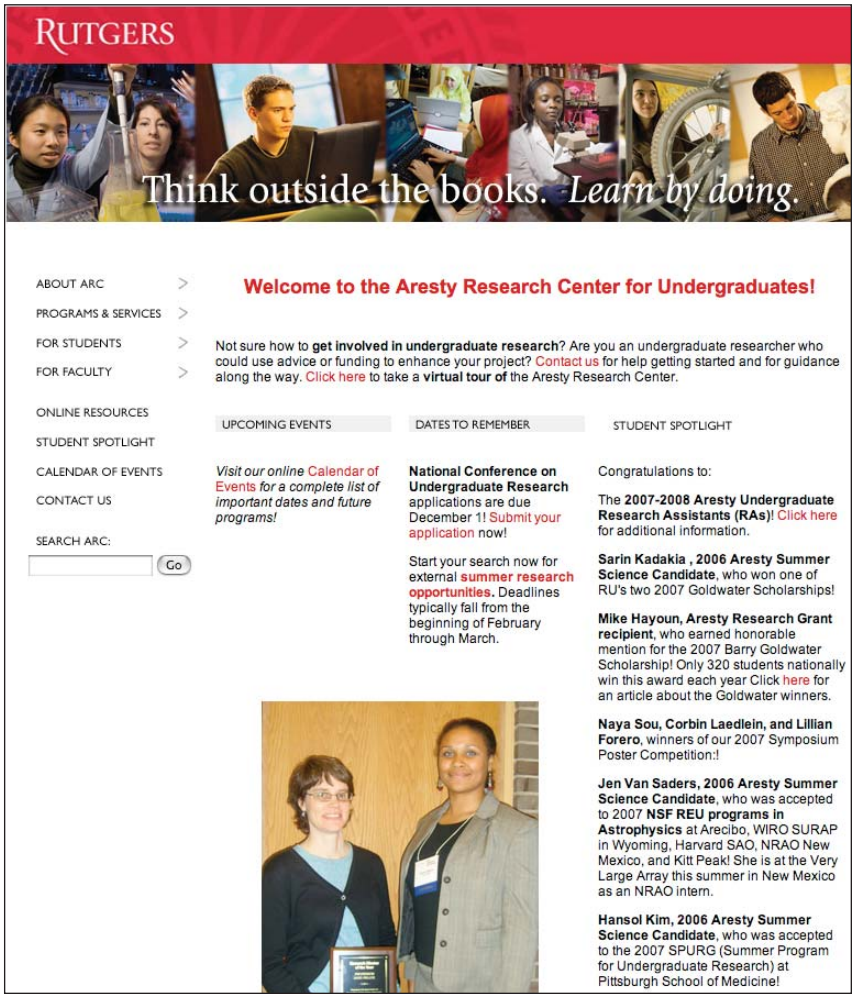
Web Banner System: Unit

The unit website banner has two parts: a thin logotype banner header that is available in three colors (red, black, and gray) and appears at the top of your banner, and a **customizable title band**. Unit banners are for research centers, institutes, departments, subunits of larger departments, and offices. This is the only customizable banner and offers the most design flexibility.

Customizing Your Unit Banner
Download the Photoshop .psd file from https://ur.rutgers.edu/identity/downloads.php. Then, using the layers, add your unit name as well as graphics to enhance your site. Unit names should be added to the banner in 35 pt Formata BQ regular font.

If you don't have Adobe Photoshop but would like to add an optional background, submit a request through the online request form at https://ur.rutgers.edu/identity/requestform.php.

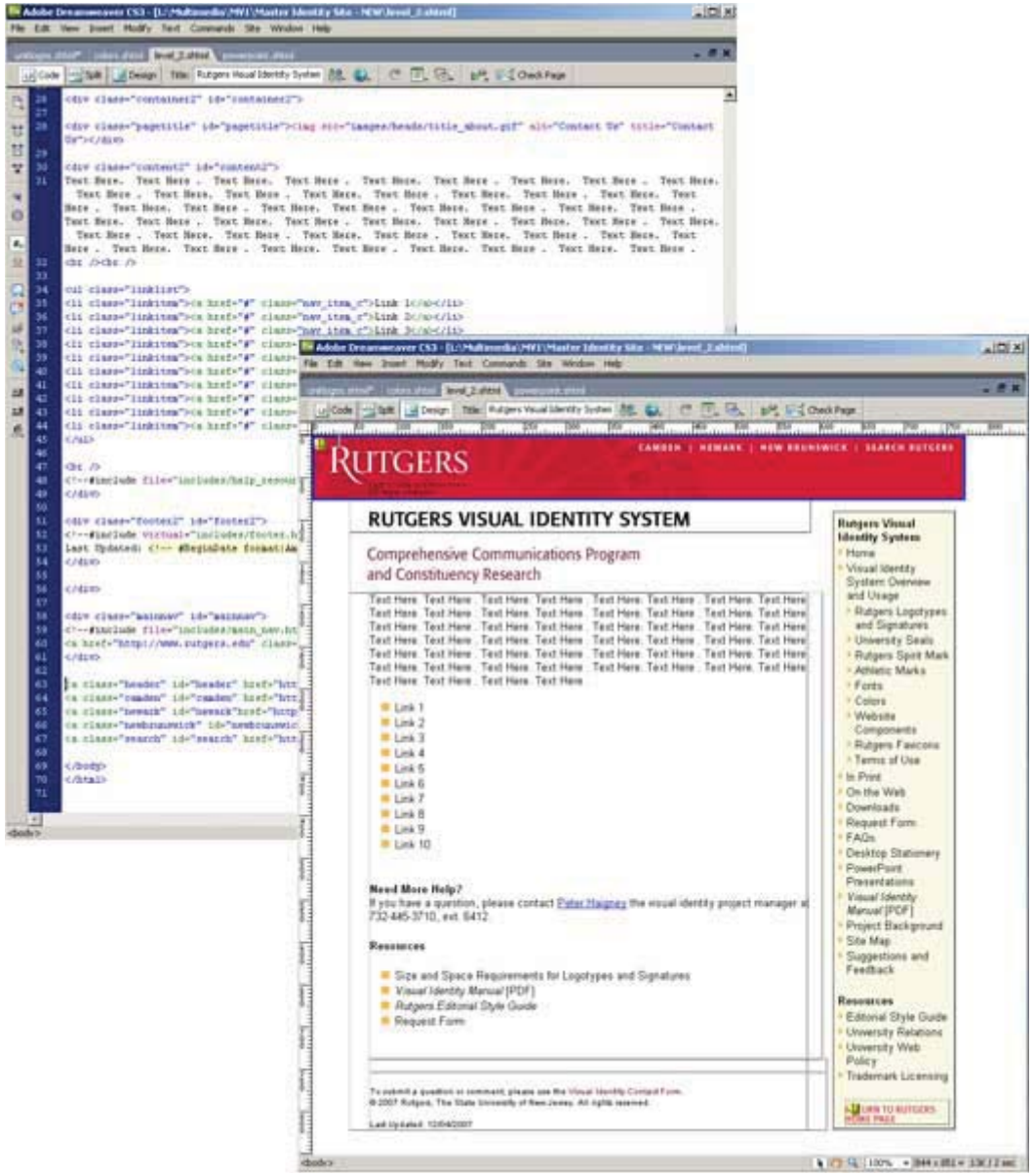
The standard width of these banners is 770 pixels. They may not be resized or altered unless approved by Creative Services, Department of University Relations at identity.rutgers.edu.


RUTGERS
Think outside the books. Learn by doing.
ABOUT ARC
PROGRAMS & SERVICES
FOR STUDENTS
FOR FACULTY
ONLINE RESOURCES
STUDENT SPOTLIGHT
CALENDAR OF EVENTS
CONTACT US
SEARCH ARC:
Go
Welcome to the Aresty Research Center for Undergraduates!
Not sure how to get involved in undergraduate research? Are you an undergraduate researcher who could use advice or funding to enhance your project? Contact us for help getting started and for guidance along the way. Click here to take a virtual tour of the Aresty Research Center.
UPCOMING EVENTS
DATES TO REMEMBER
STUDENT SPOTLIGHT
Visit our online Calendar of Events for a complete list of important dates and future programs!
National Conference on Undergraduate Research applications are due December 1! Submit your application now!
Start your search now for external summer research opportunities. Deadlines typically fall from the beginning of February through March.
Congratulations to:
The 2007-2008 Aresty Undergraduate Research Assistants (RAs)! Click here for additional information.
Sarin Kadakia , 2006 Aresty Summer Science Candidate, who won one of RU's two 2007 Goldwater Scholarships!
Mike Hayoun, Aresty Research Grant recipient, who earned honorable mention for the 2007 Barry Goldwater Scholarship! Only 320 students nationally win this award each year Click here for an article about the Goldwater winners.
Naya Sou, Corbin Laedlein, and Lillian Forero, winners of our 2007 Symposium Poster Competition:!
Jen Van Saders, 2006 Aresty Summer Science Candidate, who was accepted to 2007 NSF REU programs in Astrophysics at Arecibo, WIRO SURAP in Wyoming, Harvard SAO, NRAO New Mexico, and Kitt Peak! She is at the Very Large Array this summer in New Mexico as an NRAO intern.
Hansol Kim, 2006 Aresty Summer Science Candidate, who was accepted to the 2007 SPURG (Summer Program for Undergraduate Research) at Pittsburgh School of Medicine!

Web Banner System: Web Bar

The web bar includes the Rutgers logotype and is available in three colors (red, gray, and black). Apply the thin bar to an existing website for a research center, institute, department, subunit of a larger department, or office. It is an easy solution to applying the visual identity to a website. Just place it above the existing website content.

The standard width of the web bar is 770 pixels and they can be downloaded at https://ur.rutgers.edu/identity/downloads.php. The web bar may not be resized, altered, or include any additional logos or icons unless approved by Creative Services, Department of University Relations at identity.rutgers.edu.



Website Templates

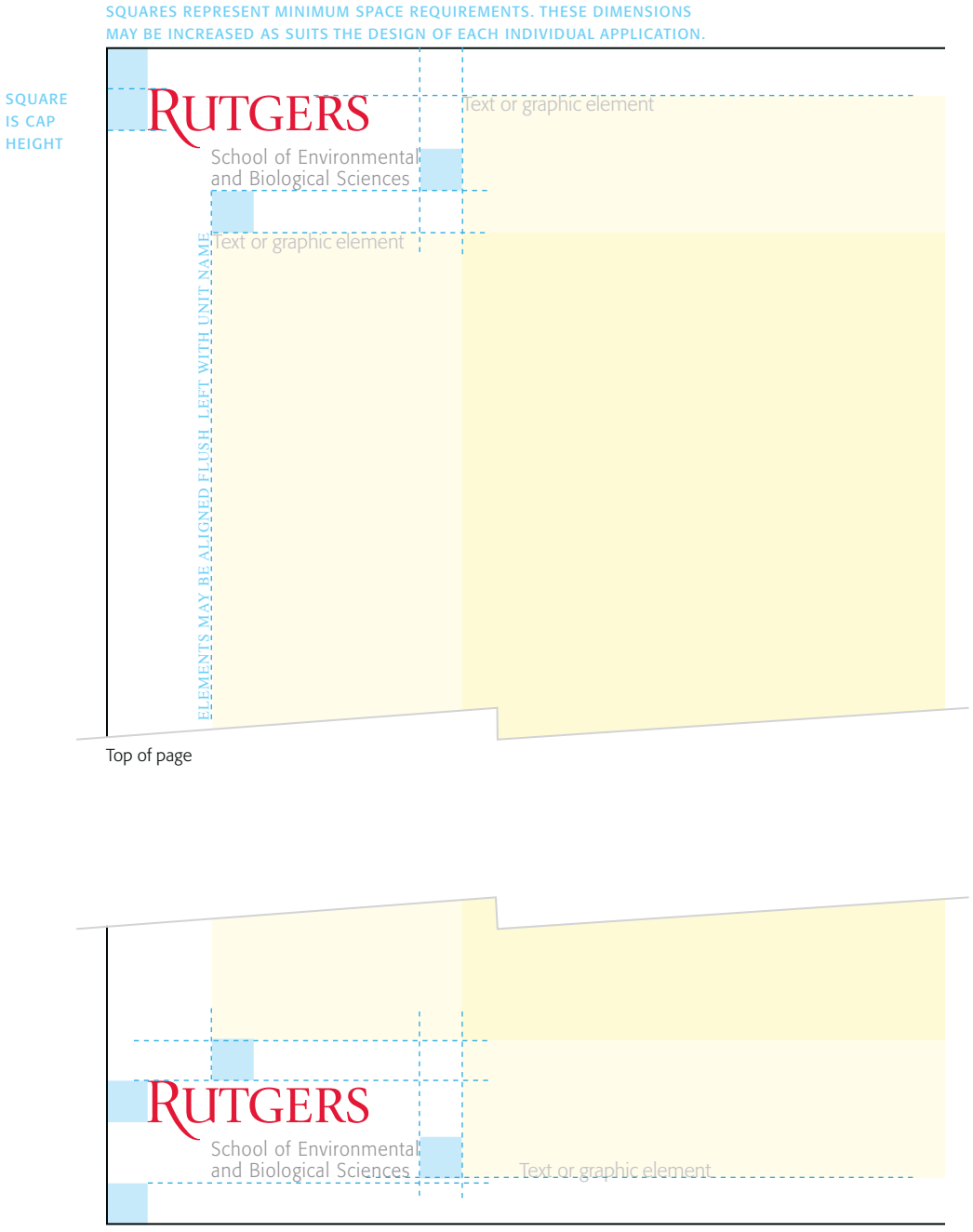
Universitywide and New Brunswick templates made with Cascading Style Sheets (CSS) and with defined color palettes can be downloaded at https://ur.rutgers.edu/identity/downloads.php.

Website Page Titles and Text

Preferred typeface for page titles is Formata BQ Regular (sans serif). The preferred typeface for HTML body text is Arial. See section 4.0 for details.

APPLICATIONS 7.0

7.1 Preferred Placement of Rutgers Logotype on Publication Front Covers
7.2 Preferred Placement of Rutgers Logotype on Publication Back Covers
7.3 Sample Publications with Identity Applied
7.4 Sample Publications *Continued*
7.5 Sample Publications *Continued*
7.6 Sample Publications *Continued*
7.7 Sample Publications *Continued*
7.8 Sample Publications *Continued*
7.9 Sample Publications *Continued*
7.10 Sample Publications *Continued*
7.11 Sample Publications *Continued*
7.12 PowerPoint Templates
7.13 Merchandise Examples
7.14 Merchandise Examples *Continued*
7.15 Merchandise Examples *Continued*
7.16 Exterior Signage
7.17 Vehicle Signage

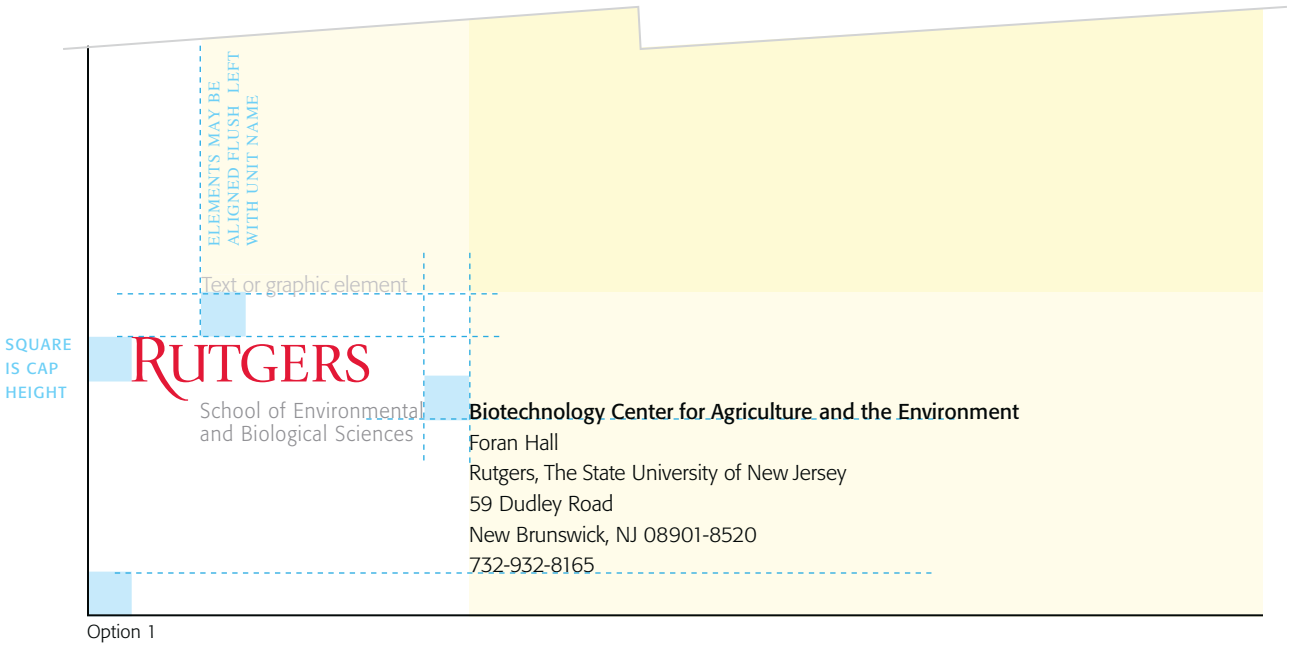

SQUARES REPRESENT MINIMUM SPACE REQUIREMENTS. THESE DIMENSIONS MAY BE INCREASED AS SUITS THE DESIGN OF EACH INDIVIDUAL APPLICATION.
SQUARE IS CAP HEIGHT
RUTGERS
School of Environmental and Biological Sciences
Text or graphic element
Text or graphic element
ELEMENTS MAY BE ALIGNED FLUSH LEFT WITH UNIT NAME
Top of page
RUTGERS
School of Environmental and Biological Sciences
Text or graphic element
Bottom of page

Preferred Placement of Rutgers Logotype on Publication Front Covers

The Rutgers logotype must appear with or without a signature on the front of all printed communications.

The preferred position is in the upper left corner as shown. As an alternative, the logotype may be placed in the lower left corner.

The cap height should be used to establish the minimum distance between the logotype and surrounding elements (see page 2.11). Spaces shown are minimums. Margins may be increased as suits the design.


ELEMENTS MAY BE ALIGNED FLUSH LEFT WITH UNIT NAME
Text or graphic element
SQUARE IS CAP HEIGHT
RUTGERS
School of Environmental and Biological Sciences
Biotechnology Center for Agriculture and the Environment
Foran Hall
Rutgers, The State University of New Jersey
59 Dudley Road
New Brunswick, NJ 08901-8520
732-932-8165

Option 1

ELEMENTS MAY BE ALIGNED FLUSH LEFT WITH UNIT NAME
Text or graphic element
RUTGERS
School of Environmental and Biological Sciences
Biotechnology Center for Agriculture and the Environment
Foran Hall
Rutgers, The State University of New Jersey
59 Dudley Road
New Brunswick, NJ 08901-8520
732-932-8165

Option 2

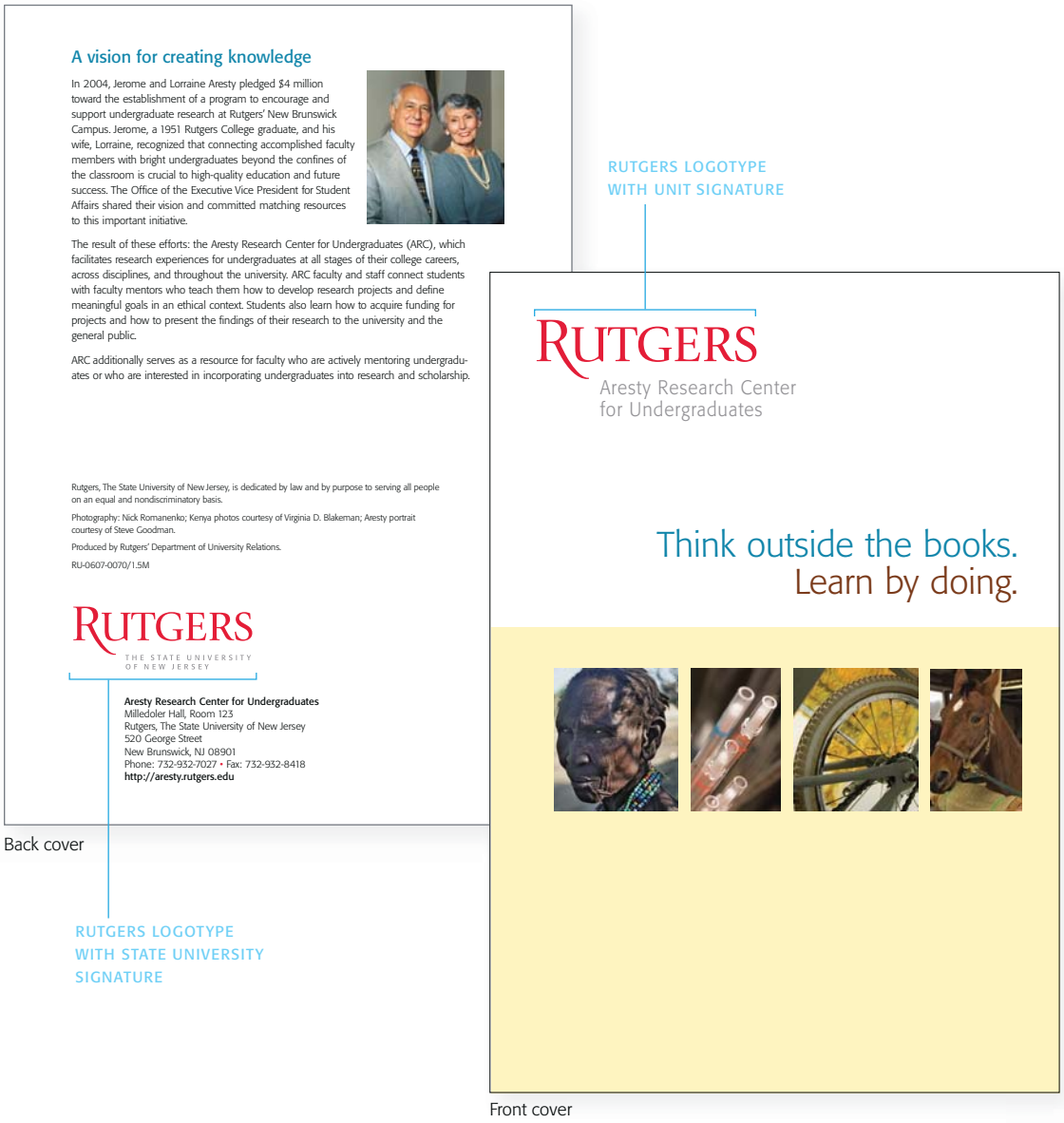
SQUARES REPRESENT MINIMUM SPACE REQUIREMENTS. THESE DIMENSIONS MAY BE INCREASED AS SUITS THE DESIGN OF EACH INDIVIDUAL APPLICATION.

Preferred Placement of Rutgers Logotype on Publication Back Covers

The Rutgers logotype with or without a signature as well as the unit address should appear on the back of multipage publications in the lower third of the page.

The cap height should be used to establish the minimum distance between the logotype and surrounding elements as shown. Spaces shown are minimums. Margins may be increased as suits the design of each individual application.

Preferred type specs for the address block are 8/11.5 Formata BQ Light, with Formata BQ Regular used to highlight text.


A vision for creating knowledge
In 2004, Jerome and Lorraine Aresty pledged $4 million toward the establishment of a program to encourage and support undergraduate research at Rutgers' New Brunswick Campus. Jerome, a 1951 Rutgers College graduate, and his wife, Lorraine, recognized that connecting accomplished faculty members with bright undergraduates beyond the confines of the classroom is crucial to high-quality education and future success. The Office of the Executive Vice President for Student Affairs shared their vision and committed matching resources to this important initiative.
The result of these efforts: the Aresty Research Center for Undergraduates (ARC), which facilitates research experiences for undergraduates at all stages of their college careers, across disciplines, and throughout the university. ARC faculty and staff connect students with faculty mentors who teach them how to develop research projects and define meaningful goals in an ethical context. Students also learn how to acquire funding for projects and how to present the findings of their research to the university and the general public.
ARC additionally serves as a resource for faculty who are actively mentoring undergraduates or who are interested in incorporating undergraduates into research and scholarship.
Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.
Photography: Nick Romanenko; Kenya photos courtesy of Virginia D. Blakeman; Aresty portrait courtesy of Steve Goodman.
Produced by Rutgers' Department of University Relations.
RU-0607-0070/1.5M
RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY
Aresty Research Center for Undergraduates
Milledoler Hall, Room 123
Rutgers, The State University of New Jersey
520 George Street
New Brunswick, NJ 08901
Phone: 732-932-7027 • Fax: 732-932-8418
http://aresty.rutgers.edu
Back cover
RUTGERS LOGOTYPE WITH STATE UNIVERSITY SIGNATURE
RUTGERS LOGOTYPE WITH UNIT SIGNATURE
RUTGERS
Aresty Research Center for Undergraduates
Think outside the books.
Learn by doing.
Front cover

Sample Publications with Identity Applied

The sample on this page shows front and back covers of a publication with preferred placement of the Rutgers logotype with unit signature.

Preferred placement on the front cover is in the upper left corner.

Preferred placement with the address block on the back cover is on the lower third of the page and to the left. It is important to note that even when using a unit signature, "Rutgers, The State University of New Jersey," (see page 2.2) must still appear somewhere (such as on the back cover or address line) on the publication.

See pages 7.1–7.2 for placement guidelines.

PUBLICATIONS
Rutgers Cooperative Research Service
From horses to tomatoes
From grooming horses and growing tomatoes, to cooking with tofu, Rutgers Cooperative Research and Extension has hundreds of publications on a wide array of topics available to the public for free.
Subject areas include:
Plant and animal agriculture
Gardening and landscaping
Food, nutrition and health
Human development and fa
Natural resources and the en
Pesticide safety
For more information, visit www.rcr
RUTGERS
New Jersey Agricultural Experiment Station
EXISTING UNIT LOGO USED AS A SECONDARY ELEMENT
SUBUNIT IS NOT ATTACHED TO SIGNATURE, BUT IS PLACED IN "STRONG" PAGE POSITION
EXISTING UNIT LOGO SCREENED AS A DESIGN ELEMENT
RUTGERS
New Jersey Agricultural Experiment Station
RUTGERS LOGO-TYPE WITH UNIT SIGNATURE
Rutgers Cooperative Extension:
How budget shortfalls in New Jersey affect
you.
SUBUNIT DESIGNATION
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit prae sent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis leifend option congue nihil imperdiet doming id quod mazim facer assum.
Lorem ipsum dolor sit amet, onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
LOREM IPSUM DOLOR SIT AMETS
276 AMET CONSECTETUER
120 AMET TUM ZZRI
900 AMET, CONSECTETUERO
342 AMET, CONS
678 AMET CONSECTETUER
100 AMET TUM ZZRI
500 AMET, CONSECTETUERO
276 AMET, CONS
NEW JERSEY AGRICULTURAL EXPERIMENT STATION
COOPERATIVE EXTENSION
RUTGERS LOGOTYPE WITH UNIT SIGNATURE

Sample Publications *Continued*

Existing graphics, symbols, or icons unique to specific units within Rutgers may not be used as dominant freestanding components resembling a "logo."

They may be used as secondary elements as shown in the example at the far left, or they may be screened back as shown in the example at the near left. They must be subordinate to the Rutgers signature.

For the purpose of clarity in describing unit/subunit relationships, subunit titles may need to appear on the front covers of print communications along with the appropriate unit signature. Subunit titles must follow the clear-space requirements on page 2.11.

Names should be set in one of the primary identity typefaces shown on pages 4.1–4.2. Flexibility in positioning and scale are allowed.

Sample Publications *Continued*

This is an example of the Rutgers logotype with a unit signature applied to a university publication. The graphic element of the program's previous logo is retained as a design element on the publication cover.

Names should be set in one of the primary identity typefaces shown on pages 4.1–4.2.

Before

FOOD INNOVATION
RESEARCH AND EXTENSION CENTER
RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY
COOK COLLEGE / NEW JERSEY AGRICULTURAL EXPERIMENT STATION

After

RUTGERS LOGOTYPE WITH UNIT SIGNATURE

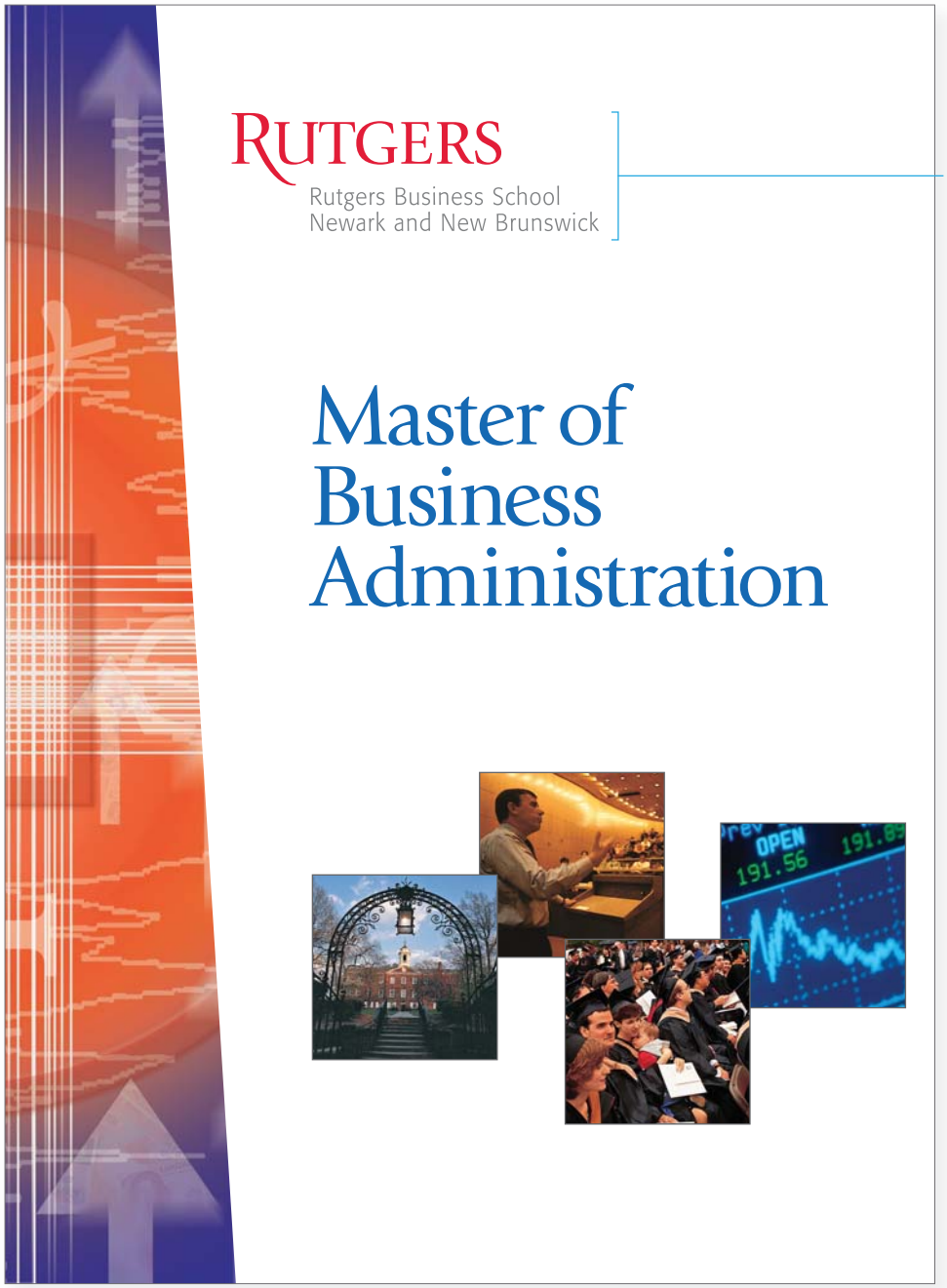
SUBUNIT DESIGNATION

EXISTING UNIT LOGO SCREENED AS A DESIGN ELEMENT

Sample Publications *Continued*

This is an example of the Rutgers logotype applied to the cover of a brochure promoting an individual program. The Rutgers logotype with the informal seal appears on the rear address panel of the publication.

RUTGERS LOGOTYPE
UNIVERSITY HUMAN RESOURCES
RUTGERS
Communicator Certificate Program for Employees
Develop Your Communication Skills!
To Learn More
For more information about the Communicator Certificate Program, contact the University Human Resources Professional Development Program at profdev@hr.rutgers.edu or call 732-932-3020, ext. 4070. Additional information can also be found on the program website at uhr.rutgers.edu/CCP.
To Enroll
Enroll online at uhr.rutgers.edu/profdevenroll. Log on to the system using your Rutgers NetID and password. Select the Communicator Certificate Program option to register for the program.
When you enroll, you will be asked to select a course. We encourage you to complete foundation courses before scheduling elective classes.
University Human Resources will maintain an electronic transcript for you that will track your progress. Upon completion of the program, you will receive a certificate acknowledging your accomplishment.
Professional Development Program
The Communicator Certificate Program is just one of many offerings of the Professional Development Program sponsored by University Human Resources and presented in collaboration with numerous other administrative departments throughout the university. Geared specifically to Rutgers employees, programs are offered on all three campuses throughout the calendar year. For subject areas and courses currently being offered, go to uhr.rutgers.edu/profdevenroll.
Contact us at:
Phone: 732-932-3020, ext. 4070
Email: profdev@hr.rutgers.edu
Web: uhr.rutgers.edu/profdev
RUTGERS LOGOTYPE WITH INFORMAL SEAL
RUTGERS
University Human Resources
Administrative Services Building II
Rutgers, The State University of New Jersey
57 U.S. Highway 1
New Brunswick, NJ 08901
732-932-3020
uhr.rutgers.edu
Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.
Photography by Nick Romanenko.
RU-0607-0178/1M



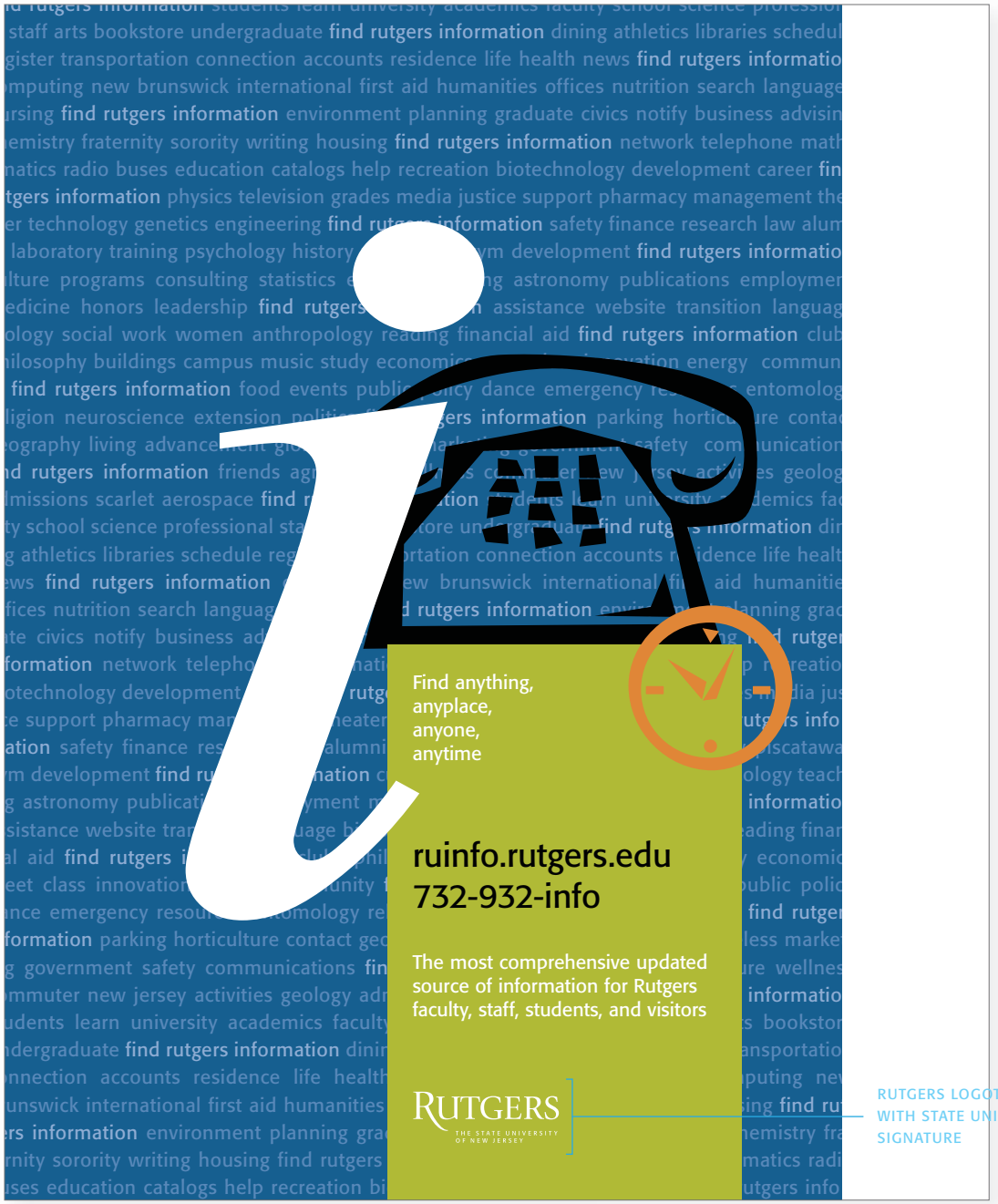
RUTGERS LOGOTYPE WITH SCHOOL/COLLEGE SIGNATURE

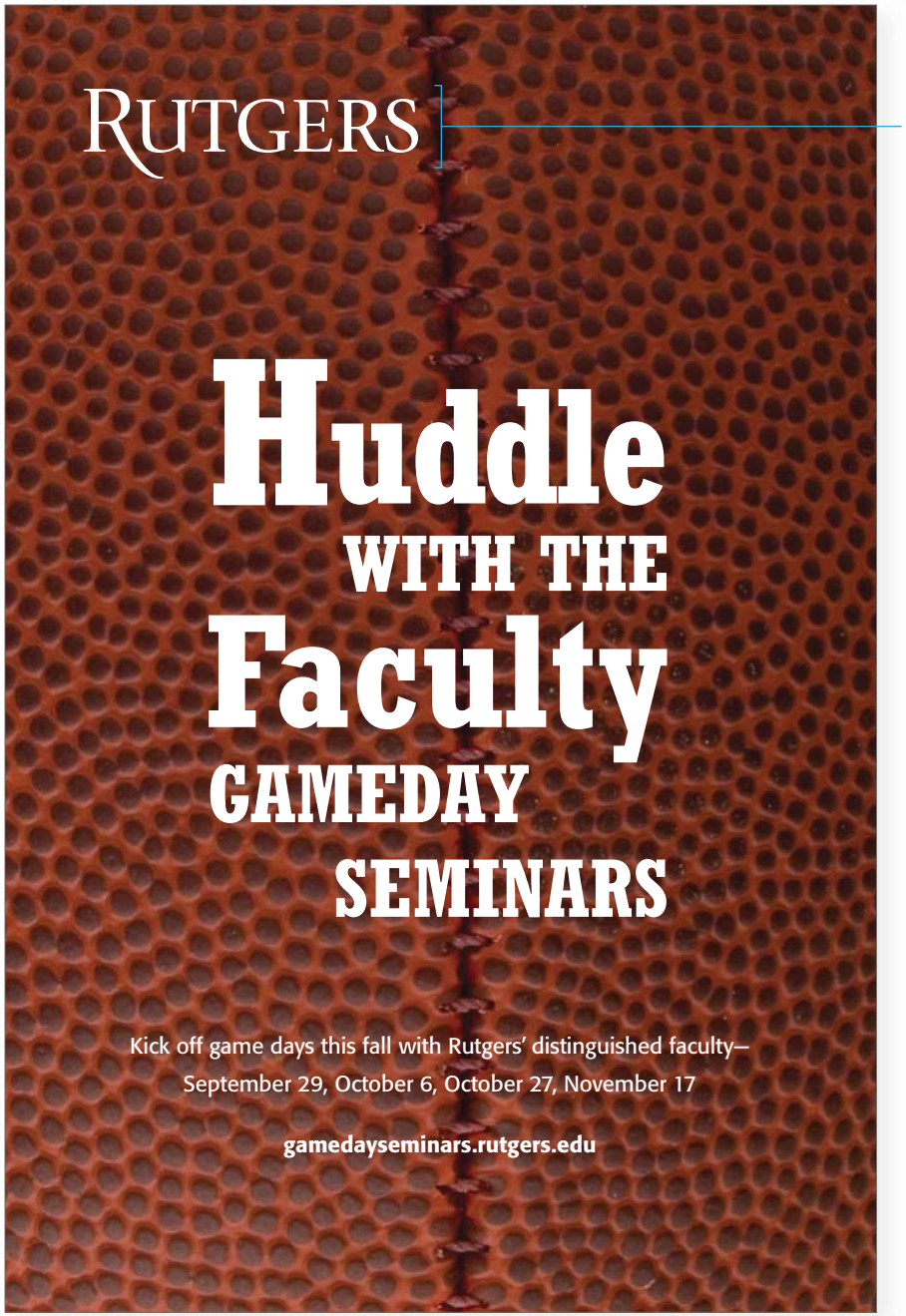
Sample Publications *Continued*

This is an example of a Rutgers logotype with a school/college signature used on a publication cover.

Sample Publications *Continued*

This is an example of the Rutgers logotype with the state university signature used on a publication.





RUTGERS LOGOTYPE

Sample Publications *Continued*

This is an example of the Rutgers logotype applied to a brochure cover. The full name of the university—Rutgers, The State University of New Jersey—appears as part of the Rutgers logotype with state university signature as well as in the return address text on the back of the brochure. This application satisfies the requirement that the full name of the university must appear somewhere on all official Rutgers communications.

RUTGERS
THE STATE UNIVERSITY
OF NEW JERSEY

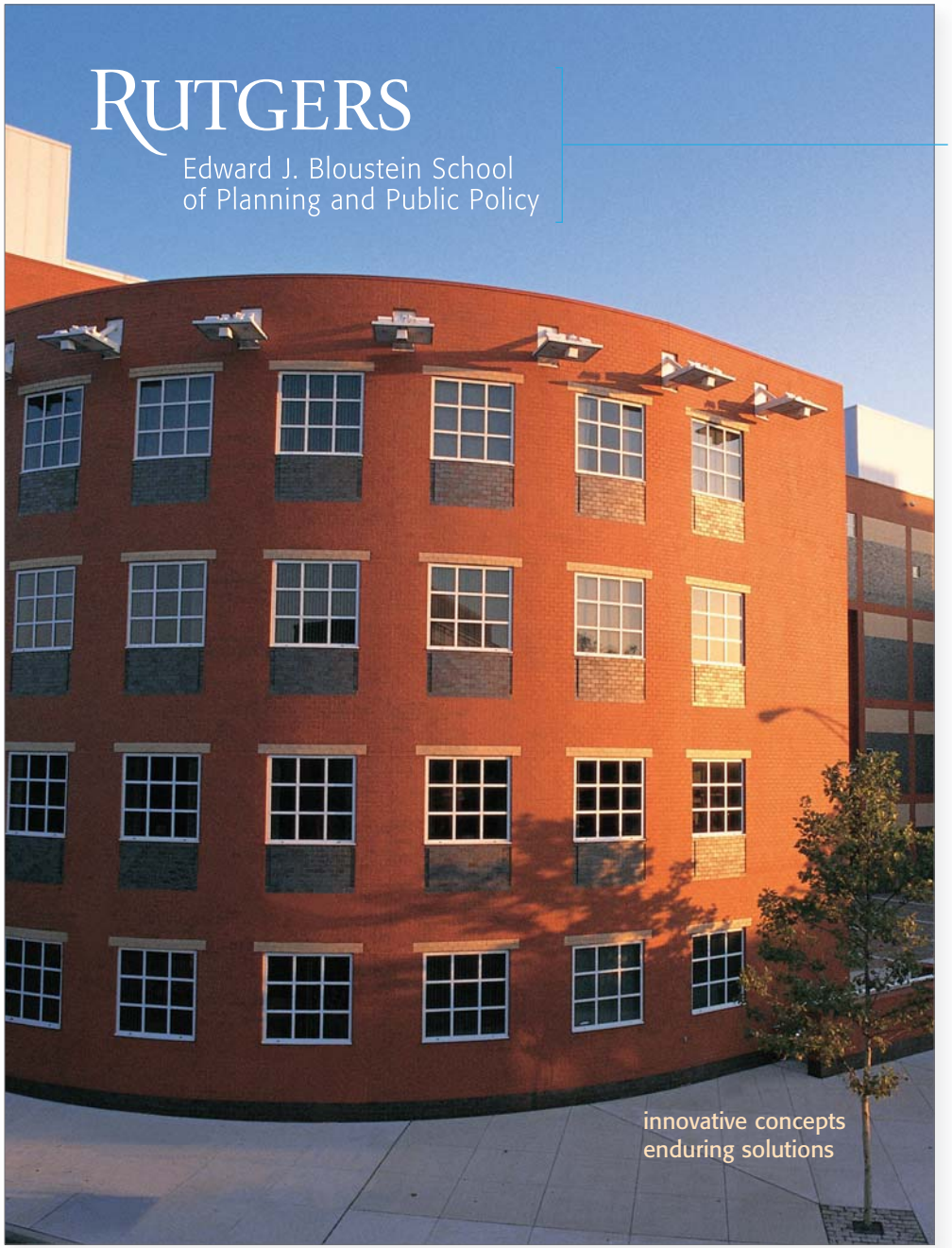
RUTGERS LOGOTYPE WITH STATE UNIVERSITY SIGNATURE

Huddle with the Faculty: Gameday Seminars
Office of Community Affairs
Department of University Relations
Rutgers, The State University of New Jersey
101 Somerset Street
New Brunswick, NJ 08901

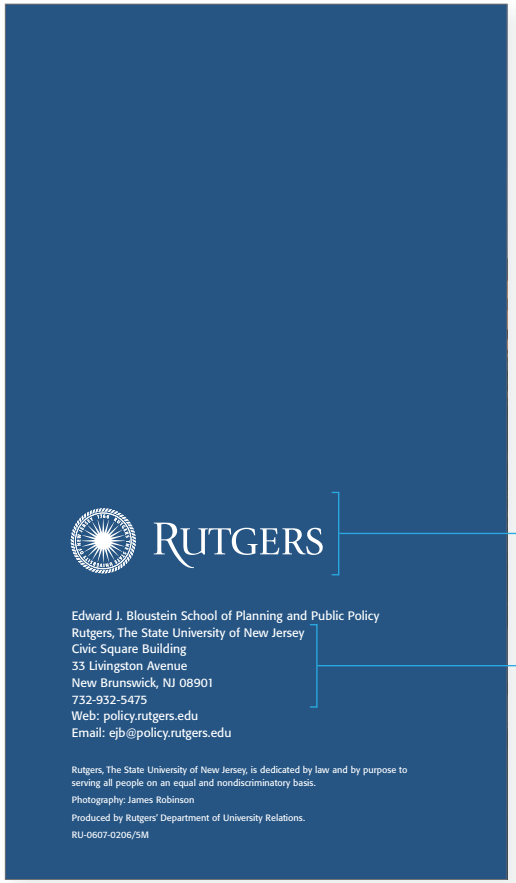
THE FULL NAME OF THE UNIVERSITY—RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

Sample Publications *Continued*

This is an example of a Rutgers logotype with a school/college signature used on a publication cover. The full name of the university—Rutgers, The State University of New Jersey—must appear somewhere on all official Rutgers communications. On this publication, it appears in the return address text and within the informal university seal design applied to the back of the publication.



RUTGERS LOGOTYPE WITH SCHOOL/ COLLEGE SIGNATURE

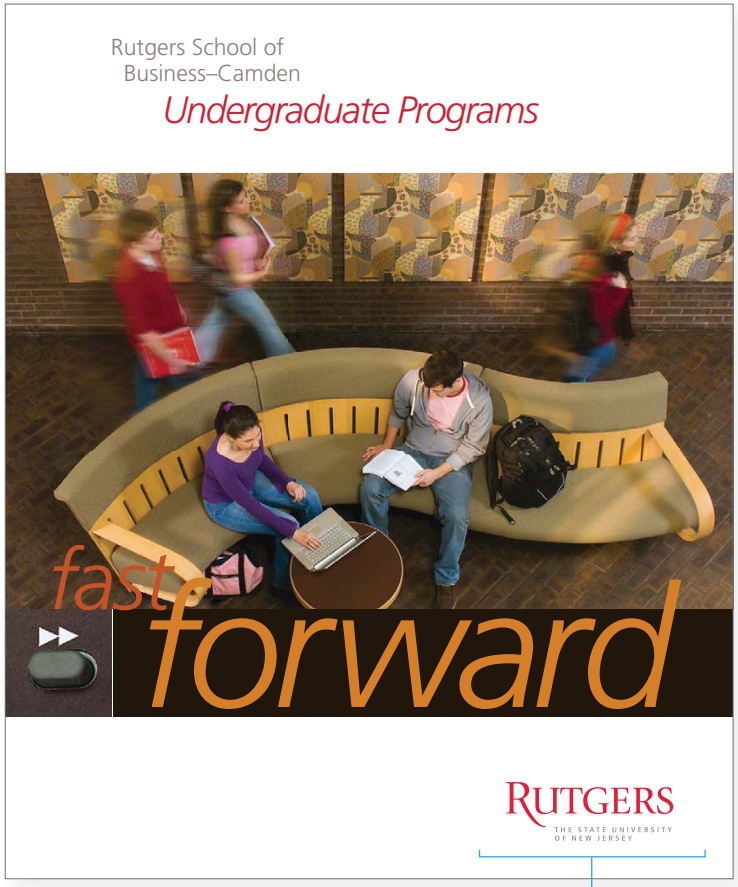

RUTGERS
Edward J. Bloustein School of Planning and Public Policy
Rutgers, The State University of New Jersey
Civic Square Building
33 Livingston Avenue
New Brunswick, NJ 08901
732-932-5475
Web: policy.rutgers.edu
Email: ejb@policy.rutgers.edu
Rutgers, The State University of New Jersey, is dedicated by law and by purpose to serving all people on an equal and nondiscriminatory basis.
Photography: James Robinson
Produced by Rutgers' Department of University Relations.
RU-0607-0206/5M

THE HORIZONTAL VERSION OF THE RUTGERS LOGOTYPE WITH THE INFORMAL SEAL ON THE BACK OF THE PUBLICATION

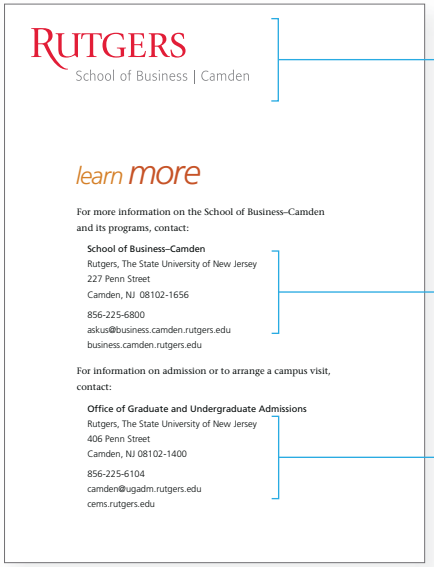
THE FULL NAME OF THE UNIVERSITY—RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY

Sample Publications *Continued*

This is an example of the Rutgers logotype with state university signature applied to the cover of a publication. The school name appears on the cover and as a school unit signature on the back of the publication. The full name of the university—Rutgers, The State University of New Jersey—appears in two locations: as part of the logotype with state university signature on the cover and in the contact information text on the back of the publication. Either placement of this text satisfies the requirement that the full name of the university must appear somewhere on all official Rutgers communications.



RUTGERS LOGOTYPE WITH
STATE UNIVERSITY SIGNATURE
ON THE PUBLICATION COVER



RUTGERS LOGOTYPE
WITH SCHOOL/COLLEGE
SIGNATURE

THE FULL NAME OF THE
UNIVERSITY—RUTGERS,
THE STATE UNIVERSITY
OF NEW JERSEY

THE FULL NAME OF THE
UNIVERSITY—RUTGERS,
THE STATE UNIVERSITY
OF NEW JERSEY

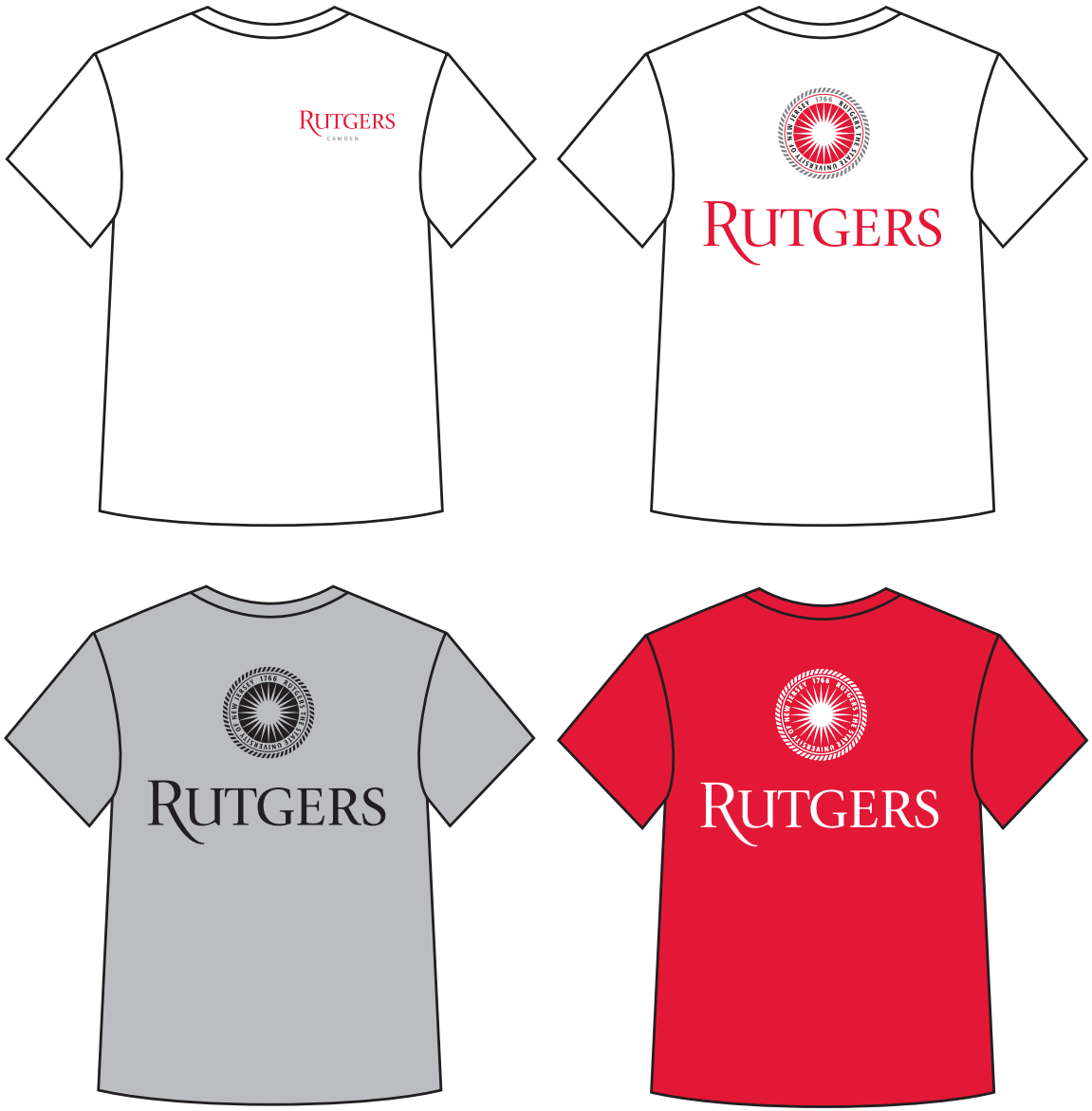
RUTGERS
Optional Presentation Title
Estie mod magna faccum zzrilit velendit
• Velendio conse conulla aut am
• Duis dolutpat prat del dio consequi er sequamet vel iniam ipisim velesto dolorpe riustie et niam dit utem
• Diametum accummy nonsecte con ea feu feuipit aliquat
• Velendio conse conulla aut am
• Diametum accummy nonsecte co
• Velendio conse conulla aut am
• Diametum accummy nonsecte co
Unit Name
RUTGERS
THE STATE UNIVERSITY OF NEW JERSEY
Title Lorem Ipsum Dolor ute Insequat
Month 00, 0000

PowerPoint Templates

A standardized banner system allows consistent branding across university PowerPoint presentations.

To download PowerPoint Templates, go to https://ur.rutgers.edu/identity/downloads.php.

The banner system mirrors that developed for web applications. See pages 6.1–6.9.



Merchandise Examples

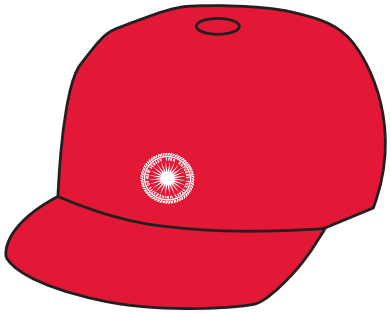
Pages 7.13-7.15 show examples of acceptable uses of the Rutgers visual identity system on merchandise.

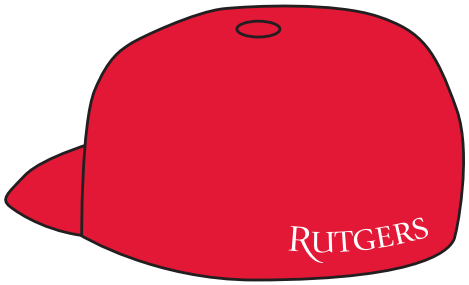
Anyone wishing to use the Rutgers logotype and signatures on merchandise must first request design approval from Trademark Licensing at 732-445-3710, ext. 6301 or 6310. Alumni groups should channel their requests through the Alumni Relations Communications Office at 732-932-7735.

In addition, in order to protect the Rutgers name and avoid liability issues, all such merchandise must be purchased from a vendor who has entered into a Trademark License Agreement with the university. For a list of licensed vendors or for more information about the trademark licensing program, go to ur.rutgers.edu/trademark or call 732-445-3710, ext. 6301 or 6310.

The preferred colors for products displaying the Rutgers visual identity system are red, white, gray, or black.

For acceptable equivalents for fabric screen printing or other similar applications, contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310.





Merchandise Examples *Continued*

Pages 7.13-7.15 show examples of acceptable uses of the Rutgers visual identity system on merchandise.

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Merchandise Examples *Continued*

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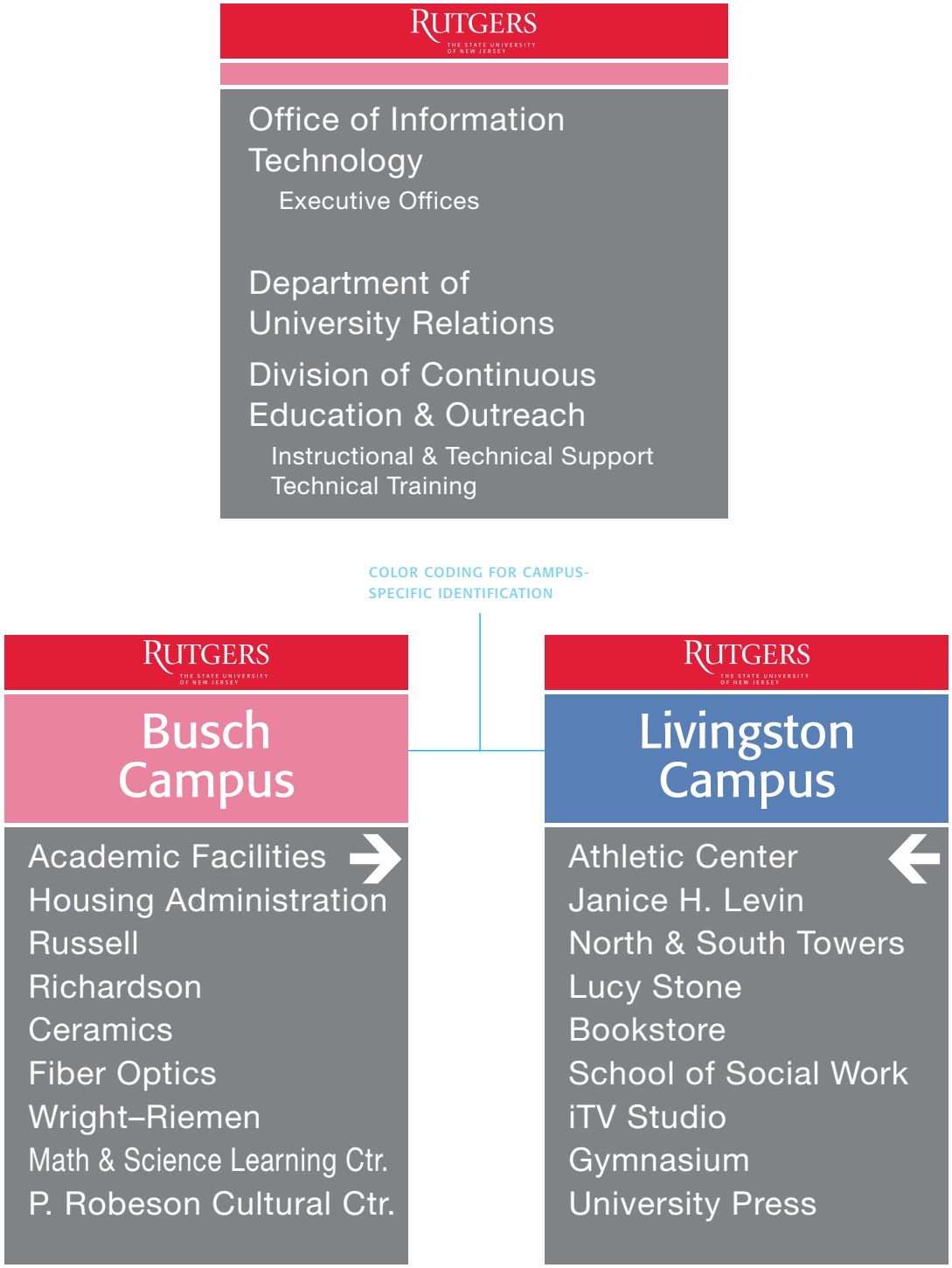
The preferred colors for products displaying the Rutgers visual identity system are red, white, gray, or black.

Exterior Signage

Displayed on this page are examples of the current exterior signage design featuring the Rutgers logotype with state university signature. University Facilities Operations and Services through its Signage Shop will continue to follow current signage standards with the exception of the application of the Rutgers logotype on the top portion of each sign. All fonts used for campus designations as well as the locations that appear on each sign will remain the same. The Rutgers logotype will be applied to exterior signage as it is replaced or upgraded.

New exterior signage design standards will be developed in cooperation with the appropriate offices and phased in across all campuses over time.



Vehicle Signage

The illustrations on this page show the appropriate display of a unit signature on a vehicle. Unit signatures should be centered on the front driver and passenger side doors.

Whenever possible, the Rutgers logotype with state university signature should be applied as a supplementary graphic to the rear of vehicles with the same separation maintained between the logotype with signature and each endpoint of the portion of the vehicle to which it is applied.

Acceptable color treatments for unit signatures on vehicles are all red (PMS 186), all black (100K), or red and black (PMS 186 and 100K).

University Facilities has the responsibility for the installation and maintenance of all interior and exterior signage on university property except signage that addresses traffic or parking concerns. For information or to place an order for vehicle, interior, or exterior signage, contact the Facilities Sign Shop at 732-445-5083.

OTHER IDENTITIES 8.0

8.1 The Rutgers Spirit Mark
8.2 Unacceptable Color Treatments: Spirit Mark
8.3 The Rutgers University Flag
8.4 Athletics Marks: New Brunswick
8.5 Unacceptable Treatments Athletic Marks: New Brunswick
8.6 Athletics Marks: Newark
8.7 Unacceptable Treatments Athletic Marks: Newark
8.8 Athletics Marks: Camden
8.9 Unacceptable Treatments Athletic Marks: Camden

The Rutgers Spirit Mark

The Rutgers "Block R" spirit mark is an informal graphic that is reserved for use as an athletics mark and to communicate school spirit.

The spirit mark serves as a rallying point and a bold unifying visual for Rutgers intercollegiate athletics and may also be used by recreational sports teams, student groups, and alumni groups when Rutgers pride is the primary message.

The spirit mark may not be used in conjunction with or in place of the Rutgers logotype. Its use on stationery is limited to Rutgers intercollegiate athletics.

The red used in the spirit mark is the same as the red used in the primary color palette for the visual identity system (see page 3.1): Pantone® 186.

The spirit mark may only be reproduced in red or white and with or without a solid black rule.

Anyone wishing to use the spirit mark must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310. Alumni groups should channel their requests through the Alumni Relations Communications Office at 732-932-7735.

Unacceptable Color Treatments: Spirit Mark

The only acceptable color treatments for the spirit mark are shown on page 8.1.

The examples on this page illustrate unacceptable color treatments:

1. Do not use any other color except black to outline the “R.”

2-4. Do not use a double outline of any color combination on the solid “R.”

5-6. Do not use any solid color other than red or white to reproduce the “R.”

1

2

3

4

5

6

The Rutgers University Flag

The image to the left represents the official Rutgers University flag design, which was approved by the university in 1965. The script R and crown images are combined with numerals denoting the year 1766 in recognition of the founding of Rutgers' predecessor, Queen's College. For more information about Rutgers' history and the founding of Queen's College, please visit ruweb.rutgers.edu/aboutru/inbrief.shtml.

This official Rutgers flag is to be flown at the entranceways of university buildings or at special, officially sanctioned university events such as commencement. This flag design is not approved for use in any other forums or under any other circumstances.

The official university flag cannot be purchased by members of the general public and may not be sold to the public by external university merchandise vendors. For information on how to order an official university flag, please contact the office of Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

1

R_logo_red_bk.eps

2

R_logo_solid_red.eps

3

R_logo_wh_red.eps

4

R_logo_wh_bk.eps

5

R_logo_red_wh.eps

6

R_logo_wh.eps

7

R_logo_wh.eps

athletics_logos_NB.eps

Boxes represent background. They are not part of the logo.

Athletics Marks: New Brunswick

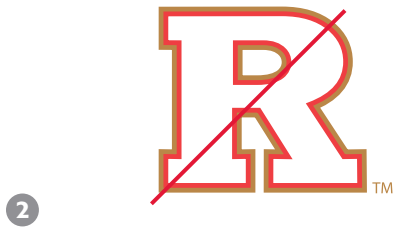
The New Brunswick athletic teams are known as the Scarlet Knights and are graphically represented by the Rutgers spirit mark and by the knight's head.

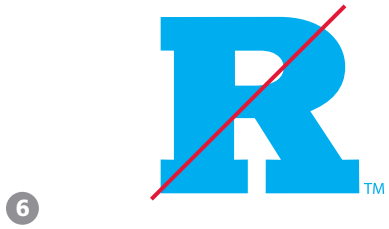
The red used in the spirit mark is the same as the red used in the primary color palette for the visual identity system (see page 3.1): Pantone® 186.

For acceptable equivalents for fabric screen printing or other similar applications, contact Trademark Licensing at 732-445-3710, ext. 6301 or 6310. For example, the knight's head, when reproduced in full color via silk-screen printing or embroidery, uses the following colors:

Black
Pantone® 185 Red
Pantone® 186 Red
White

Anyone wishing to use these marks must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310.





Unacceptable Treatments
Athletic Marks: New Brunswick

1. Using any color other than black, white, or red to outline the “R.”

2–4. Using double outlines around the “R.”

5–6. Reproducing a solid “R” in any color other than white or red.

R_NWK_RED.eps

R_NWK_RED_BLACK.eps

R_NWK_RED_BLACK_RED_BLACK.eps

R_NWK_RED_BLACK_WHITE.eps

R_NWK_WHITE_BLACK.eps

R_NWK_WHITE_BLACK_RED_BLACK.eps

R_NWK_WHITE_BLACK_WHITE_RED.eps

Athletics Marks: Newark

The Newark athletic teams are known as the Scarlet Raiders and are graphically represented by the marks appearing to the left.

The colors used in these marks are as follows:

Black
Pantone® 185 Red
Pantone® 186 Red
White

Anyone wishing to use these marks must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

1

2

3

4

5

6

Unacceptable Treatments
Athletic Marks: Newark

1. Using any color other than black, white, or red to outline the “R.”
2. Using double outlines around the “R.”

3–4. Do not change the font or font size of the campus name.

5. The campus name can only be reproduced in black, white, or red.
6. Reproducing a solid “R” in any color other than white or red.

Athletics Marks: Camden

The Camden athletic teams are known as the Scarlet Raptors and are graphically represented by the marks appearing to the left.

The colors used in these marks are as follows:

Black
Pantone® 185 Red
Pantone® 186 Red
White

Anyone wishing to use these marks must first request permission from Trademark Licensing at 732-445-3710, ext. 6301 or 6310.

R_Cam_black.eps

R_Cam_red_black_blackC.eps

R_Cam_white_red_blackC.eps

R_Cam_red_white_blackC.eps

R_Cam_red_white_whiteC.eps

R_Cam_red_whiteC.eps

R_Cam_white_red_redC.eps

R_Cam_white_redC.eps

Camden_raptor.eps

Camden_raptor.eps

Boxes represent background. They are not part of the logo.

1

2

3

4

5

6

Unacceptable Treatments
Athletic Marks: Camden

1. Using any color other than black, white, or red to outline the “R.”
2. Using double outlines around the “R.”

3–4. Do not change the font or font size of the campus name.

5. Reproducing a solid “R” in any color other than white or red.
6. The campus name can only be reproduced in black, white, or red.

APPENDIX 9.0

9.1 Identity Matrix
9.2 Board of Governors Resolution
9.3 Glossary

Identity Matrix

	RUTGERS LOGOTYPE	SIGNATURE: UNIVERSITYWIDE	SIGNATURE: STATE UNIVERSITY	SIGNATURE: CAMPUS	SIGNATURE: UNIT	LOGOTYPE WITH SEAL: HORIZONTAL	LOGOTYPE WITH SEAL: VERTICAL	INFORMAL SEAL AS DECORATIVE ELEMENT	OFFICIAL SEAL	SPIRIT AND ATHLETICS MARKS
Business Cards	●	●			●					
Letterheads										
Standard	●	●	●	●	●					
Executive							●			
Envelopes	●	●	●	●	●					
Signage	●	●	●		●					
Vehicular Signage	●		●	●	●					
Marketing Materials										
Brochures	●	●	●	●	●	●	●	●		
Posters	●	●	●	●	●	●	●	●		
Advertisements	●	●	●	●	●	●	●	●		
Flyers	●	●	●	●	●	●	●	●		
Folders	●	●	●	●	●	●	●	●		
News Releases			●	●	●					
Internal Materials										
Routing Slips	●				●		●			
Fax Sheets	●				●		●			
Websites	●	●	●	●	●			●		
PowerPoints	●	●	●	●	●	●	●	●		
Merchandise										
Clothing	●	●	●	●	●	●	●	●		●
Gift Items	●	●	●	●	●	●	●	●	*	●
Athletics										
Uniforms										●
Promotional										●
Gifts										●
Service Uniforms	●				●					
Ceremonial										
Note Cards/Invitations	●	●	●	●	●	●	●	●	*	
Diplomas									●	

* Commencement-related gift items only.

Resolution Approving the Rutgers Unified Visual Identity System

December 8, 2006
Meeting of the Board of Governors
Rutgers, The State University of New Jersey

WHEREAS, Rutgers, The State University ("Rutgers"), at the direction of the Committee on University Relations and Honorary Degrees, has conducted extensive research into the public perceptions of the university among key constituencies in New Jersey; and

WHEREAS, the research indicated that general awareness of Rutgers is high among all New Jersey constituencies, but identified a clear need to clarify and demonstrate Rutgers' value to the state of New Jersey and its citizens; and

WHEREAS, the research indicated that Rutgers must differentiate itself from the other publicly funded schools in New Jersey; must sharpen its messages by better coordinating university communications; must manage and preserve the integrity of its brand, paying particular attention to the proliferation of logos and other visual representation of the university and its units and programs; and must leverage and mobilize the strong brand equity that Rutgers has among state residents, executives, and alumni; and

WHEREAS, the Rutgers name and visual identity are substantial institutional assets and, therefore, their usage is under the purview of the Board of Governors; and

WHEREAS, a strong Rutgers identity has far-reaching benefits, enhancing the University's ability to recruit faculty, students, and staff; generate revenue; garner grants; engage alumni; and attract external support; and

WHEREAS, effective and efficient communication between the University and its many audiences requires (i) a clear graphic architecture and nomenclature that build equity in the Rutgers name, clarify organizational relationships, and maintain unit distinctiveness; (ii) a communications strategy that ensures the use of coherent and consistent messages about Rutgers' unique attributes and assets; (iii) an administrative office that is the central point for managing and enhancing the University's identity and messaging; and

WHEREAS, the Rutgers name and visual identity should be recognized and embraced by the University community as important assets deserving oversight and management, requiring (i) policies that empower a central administrative office with authority to manage and enforce the proper use of the University's name and a unified visual identity system; (ii) clear guidelines, policies, and tools that support campus and unit communicators as they express their campus's or unit's relationship to the University, as well as their campus's or unit's distinct programs and purpose; (iii) policies and procedures that clarify how and when other entities may use the University's name and/or marks; and (iv) policies and procedures regarding how and when new University marks will be approved and/or protected under federal and state law, and ensuring protection of existing marks; and

WHEREAS, transition to a unified visual identity system must be accomplished according to a reasonable timetable based on the analysis of financial and physical considerations;

NOW, THEREFORE, BE IT RESOLVED that the Board of Governors of Rutgers, The State University of New Jersey, **requires that all University units will use the Rutgers name and the unified visual identity system, including a set of approved marks, as outlined in policies and guidelines; and**

BE IT FURTHER RESOLVED that all University officers will support the proper use of the Rutgers name and a unified visual identity system by ensuring that units and personnel in their areas adhere to established policies and guidelines; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will create, distribute, and enforce policies, procedures, and guidelines necessary for the proper use of the Rutgers name and the implementation of a unified visual identity system; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will develop tools, training, and other incentives that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system by all units of the University; and

BE IT FURTHER RESOLVED that the Vice President for University Relations will establish oversight and advisory bodies that facilitate the proper use of the Rutgers name and the implementation of a unified visual identity system; and

BE IT FURTHER RESOLVED that this Resolution will take effect immediately.

Glossary

Cap Height A unit of measurement describing the height of the left vertical of the large initial "R" in the Rutgers logotype. This unit is used when establishing the clear space for the logotype or signature.

Color Palette A selection of specific colors that are chosen to coordinate, contrast, or harmonize, as an aide to maintaining a desired degree of consistency within a visual identity system.

Font A complete set of type of one size and face. Garamond Italic 12 point is a font.

Identity Manual A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype, stationery system, common print and web applications, and examples of use on merchandise.

Logo A generic term for a unique graphic symbol, display of a name, or a combination of both, that is used to represent a product, company, organization, or other entity.

Logotype A logo composed of type.

Mark A generic term for a unique graphic symbol, used interchangeably with "logo."

Master Brand The overarching identifier of an entity or organization. Also an identity strategy that applies the name of the overarching brand to all subunits.

Primary Color Palette The core selection of identifying colors that are used in a logo.

Seal In an institution, the official logo used on legal or ceremonial documents, often rendered within a circular shape.

Serif/Sans Serif In typography, a sans serif typeface is one that does not have the small thorn-like features called "serifs" at the end of strokes within letters.

Signature The combination of the logotype with an additional more specific identifier.

Supplementary Color Palette A selection of colors designed to supplement the primary color palette for use in all related communications except the logo itself.

Tag Line A slogan used to support the identity.

Template A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

Typeface The set of characters including uppercase and lowercase alphabetical characters, numbers, punctuation, and special characters. A single typeface contains many fonts of different sizes and styles. Garamond is a typeface.

Type Family A group of fonts of the same basic design but with different weights and proportions. Garamond is also a type family.

Units Subdivisions of the overarching organization.

Unit Signature The typographic addition to the Rutgers logotype that may be used to designate a specific unit.

X-Height A unit of measurement describing the height of the small "T" in the Rutgers logotype. This unit is used when establishing the location of the informal seal and/or unit signature relative to the logotype.

RUTGERS

THE STATE UNIVERSITY
OF NEW JERSEY

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